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1	L1	1	5283731.pn.	USPAT; US-PGPUB
2	L2	317	(transmit\$3 or view\$3 or send\$3 or display\$4 or select\$3) near4 (advertisement or ad) with ((user or client or http or url or hyperlink) near4 request)	USPAT; US-PGPUB
3	L3	1783	(ad or advertisement) with (number or period) near3 time	USPAT; US-PGPUB
4	L4	2062	(ad or advertisement) with (number or period or interval) near3 time	USPAT; US-PGPUB
5	L5	151	2 and 4	USPAT; US-PGPUB
6	L6	6	5 and (@ad<19970811 or @prad<19970811)	USPAT; US-PGPUB
7	L7	242	(user or client) near4 request\$3 with server near5 (ad or advertisement)	USPAT; US-PGPUB
8	L8	757	(determin\$3 or check\$3) near5 (whether or if?1) near5 (ad or advertisement)	USPAT; US-PGPUB
9	L9	71	7 and 8	USPAT; US-PGPUB
10	L10	2	9 and (@ad<19970811 or @prad<19970811)	USPAT; US-PGPUB
11	L11	57	interstitial near3 (ad or advertisement or advertising) same (internet or web)	USPAT; US-PGPUB
12	L12	1	11 and (@ad<19970811 or @prad<19970811)	USPAT; US-PGPUB
13	L13	153	(web or internet) same (ad or advertising or advertisement) and (ad or advertising or advertisement) with (within near5 (hour or minute or period or amount) near2 time))	USPAT; US-PGPUB
14	L14	4	13 and (@ad<19970811 or @prad<19970811)	USPAT; US-PGPUB

	L #	Hits	Search Text	DBs
15	L15	2	forc\$3 near5 (user or viewer) near5 click\$3 near5 (ad or advertisement or advertising)	USPAT; US-PGPUB
16	L16	0	diaplay\$4 near4 (ad or advertisement) near4 instead near5 user near4 request\$3	USPAT; US-PGPUB
17	L17	83	interstitial near3 (ad or advertisement or advertising) and (internet or web)	USPAT; US-PGPUB
18	L18	1	17 and (@ad<19970811 or @prad<19970811)	USPAT; US-PGPUB
19	L19	185	705/14.ccls. and (@ad<19960808 or @prad<19960808)	USPAT; US-PGPUB
20	L20	40	705/14.ccls. and (@ad<19960808 or @prad<19960808) and internet	USPAT; US-PGPUB
21	L21	1	5960189.pn.	USPAT; US-PGPUB
22	L22	167	(meta or applet) near6 (ad or advertisement or advertising) and internet	USPAT; US-PGPUB
23	L23	12642 86	"23" and (@ad<19970811 or @prad<19970811)	USPAT; US-PGPUB
24	L24	9	22 and (@ad<19970811 or @prad<19970811)	USPAT; US-PGPUB
25	L25	23	22 and interstitial	USPAT; US-PGPUB
26	L26	90	(interstitial near5 (ad or advertisement or advertising or advertise)) and internet	USPAT; US-PGPUB
27	L27	70	26 and (display\$3 or view\$3) near6 (time or period or second)	USPAT; US-PGPUB
28	L28	39	26 and (meta or applet)	USPAT; US-PGPUB

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Frequently Asked Questions About Cookies

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- **Why does The New York Times on the Web use cookies?**

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If you are using Internet Explorer, you should also make sure you install the latest [security measures](#) recently released by Microsoft to enhance the security of cookies in this browser.

- **Can I look at my own cookie or delete it?**

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HELP ?

Going beyond the banner

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Advertising

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8301: *Advertising agencies*
7000: *Marketing*
2310: *Planning*

Geographic Names: *US*
Companies: PointCast Inc
Juno Online Services LP
Interactive Imaginations Inc
FreeMark Communications Inc
Agents Inc
PointCast Inc
Juno Online Services LP
Interactive Imaginations
FreeMark Communications Inc
FreeLoader Inc
Agents Inc

Abstract:

As **advertising** banners on the World Wide Web have grown more ubiquitous, they have also received more criticism from consumers and **advertisers** alike. At the first generational meeting of the **Internet Advertising Bureau**, interactive executives stressed that getting beyond the banner will be crucial to the fate of **advertising** in the new media industry. Through a combination of proven marketing ideas and technological advancement, several firms are working at new ways to deliver ads. The new **advertising** strategies range from targeted prize give-aways to ad-supported e-mail to hybrids of broadcast and online technology. Despite the differences in the companies' business plans, they all have one thing in common: They take into account, in both language and principle, the need to deliver better on the promise of the medium to a skeptical yet curious **advertising** community.

Full Text:

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[Headnote]

Second-generation Web services promise advertisers a faster, smarter experience

As advertising banners on the World Wide Web have grown more ubiquitous, they have also come in for more criticism—from consumers and advertisers alike. Many pundits have proclaimed banners dead, literal tombstone ads that symbolize a strategy gone wrong. At the first general meeting of the Internet Advertising Bureau, held in New York in June, interactive executives stressed that getting "beyond the banner" will be crucial to the fate of advertising in the new media industry. In the second half of this year, we'll see how far "beyond" the banner ad form the Web can go. Through a combination of proven marketing ideas and technological advancement, several firms are working at new ways to deliver ads. They're not simply building a better banner. Imagine a Web world in which ads pop up in accordance with your favorite breakfast food, your most nagging ailment or whether you are a PC or Mac user—in other words, where individuals go through life accompanied by a unique advertising experience based on their tastes. In this world, advertising is gently proffered to you, and therefore less unpleasant and intrusive; more important, you receive free e-mail or other benefits in return. No doubt, this smoothly targeted world will repel some users with its prying knowledge of their habits. But for advertisers, it represents the marketing equivalent of the pearly gates: a way to reach precisely those consumers who wish to be reached. The new advertising models developed by the companies that follow range from targeted prize giveaways to ad-supported e-mail to hybrids of broadcast and online technology. Despite their varied business plans, they tend to have one thing in common: They take into account, in both language and principle, the need to deliver better on the promise of the medium to a skeptical yet curious advertising community.

Juno Online Services From a sleek new office tower only steps from New York's Times Square, Charles Ardai can survey the riot of billboards and flashing signs outside. Just as they shout the joys of unadulterated consumerism, Ardai is hoping that Juno can produce and deliver ads that will be welcomed into the home, rather than rejected as junk e-mail. As president of Juno Online Services, Ardai is betting that what the masses really want out of interactivity is free electronic mail.

Certainly, advertisers want a way into the interactive world. "The Web wasn't really designed to carry ads," Ardai says. "That doesn't mean that it's terrible at advertising." To him and to D.E. Shaw & Co., the investment bank backing the venture, Juno's way in is better. For one, Ardai says, his product can give advertisers full reach and frequency across the media buy. And it can tell advertisers precisely who's seeing their ad. Juno works like this: Subscribers load a software disk onto their computer and get a simple user interface to send e-mail effortlessly. There's no cost to the user; all that's required to get a lifetime of free electronic postage is the completion of a questionnaire detailing "interests, hobbies and tastes." Along with providing certain demographic information, Juno subscribers agree to subject themselves to ads. Ardai emphasizes that ads on the service are not attached to individual pieces of mail. The banners, which rotate at the top of the screen while the user goes through the mail, link to more information about the product or service but not to the Web site itself, since Juno is not a full Internet-access service. Each user is also exposed to two full-screen "showcase ads" that appear while the service boots up and shuts down.



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Broadcast TV meets interactive screen saver: Anna Zornosa, vice president of PointCast, is including a new Net environment.



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Broadcast TV meets interactive screen saver: Anna Zornosa, vice president of PointCast, is including a new Net environment.

Juno's ad rates are 6 to 10 cents per impression for banner ads and 8 to 12 cents for premium showcase ads. Ardai's goal: to create a mass medium that can produce the sort of audience numbers advertisers continue to crave. "The business that will be successful is the one that will have access to millions of eyeballs," he contends. (See chart, page 26, for data on the services' reach to date.)

FreeMark Communications Doug McFarland, executive vice president and general manager of Juno's crosstown rival, FreeMark, works out of a corner office in the same East Side skyscraper that houses Ammirati Puris Lintas. The former Arbitron executive, who is fond of saying that "all advertising begins and ends with research," is leading FreeMark's advertiser-supported e-mail effort. Its plan is to pull on-line-resistant categories, such as packaged goods, into the interactive marketing fold. The service, which like Juno launched in April, already boasts such traditional marketers as RJR Nabisco. FreeMark Mail aims to be a service that Aunt Susie, but maybe not her HTML-loving son, would love. It even

features a mailbox graphic that opens to divulge e-mail when a user logs on. Juno and FreeMark resemble one another in many ways. Both ask customers to fill out a questionnaire of consumer preferences before they sign on, and both employ advertising banners that link to more information about the product being advertised. But there are significant differences as well. One is how ads are delivered. While Juno argues that ads should never be attached to individual pieces of e-mail, FreeMark takes the opposite approach.

"For the period a consumer is reading his or her mail, there is no other ad message available," McFarland says. "The advertiser has complete 'mind share' of a targeted consumer for some period of time--no conflicting, competitive messages, no flashing banners, just the single message." The targetability allows FreeMark to charge a fairly high cost per impression. While untargeted banners on the Web can cost around 2 cents per impression, McFarland says advertisers have been willing to pay 12 to 14 cents per exposure with FreeMark.

Interactive Imaginations At Interactive Imaginations, a new media firm in New York's Flatiron district, desk-bound workers crouch intently over their screens, creating an atmosphere not unlike that of the green eye-shade accountants and garment seamstresses who occupied the area generations ago. These are the Webmasters and content creators for Riddler.com, a gaming Web site that ingeniously plugs advertising into what is one of the Web's most interactive experiences. Greg Stuart, a former Wunderman Cato Johnson new media executive, sits in a windowless office, planning marketing strategy for the two-year-old company "Riddler is a marketing matchmaker," Stuart says. "We match the right consumer with the right advertiser at the right time."

Consumers may only be marginally aware of the sales pitch while they play. They come to the site for its games, including crossword puzzles and trivia contests, some versions of which can be played over the Internet with other Riddler members. Advertisers offer the prizes, ranging from a Toyota RAV4 to the Encyclopedia Britannica and Microsoft software. Visitors to the site register to play for free, telling Riddler only minimal information such as address, gender and which Web browser they use. Then players are transported into a world with its own currency. A Riddler starts with a fixed number of "riddlets," paying them out to play each game. In return, upon winning a game, a user is awarded a certain number of prize "caps." The more caps a Riddler has, the better the potential prizes. The encyclopedia, for example, may cost tens of thousands of caps; the Toyota is worth close to two million. That's a lot of trivia.

Advertising is woven throughout this playland. The caps are like teeny advertising banners; those won toward the Toyota, for instance, carry the car maker's logo. The site also uses what are known as "interstitial ads": full-page screens that pop up while the Riddler player is waiting for a game to be loaded onto the site. Riddler advertisers can target their messages, since players can add "riddlets" by coughing up more demographic details. The service charges advertisers a relatively steep 25 cents per full-page view. The rationale: Not only do Riddler members see actual ads, as opposed to smaller advertising banners, but the interstitial ads result in a 100 percent click-through rate, since every Riddler player is exposed to the full ad.

Agents Inc. The concept might strike some as creepy: the thought of having a high-tech concierge-or a digital version of a clingy college roommate-know everything about you. The founders of Agents Inc., based in Cambridge, Mass., believe differently. They've given the intelligent agents that roam their ambitious, personalized, interactive community the name Firefly, described in some dictionaries as a "relationship-loving" insect.

Firefly's agents, whose craft is honed through a mix of selected demographic and cultural preferences in

movies and music, take the Riddler concept one step further. By divining whether members prefer, say, Hole to Santana, each Firefly agent delivers its "owner" progressively more targeted entertainment content, even helping them build on-line relationships based on their affinities. (Within several mouse clicks of telling Firefly my preference for The Beatles, Joni Mitchell and Neil Young, it suggested I might also like The Pixies and Miles Davis, both of whom I had listened to in the past 24 hours.)

Firefly uses the same principles for its advertising. "The sponsor is clearly defined as a sponsor, but they are also a part of the community," explains Doug Weaver, vice president of advertising sales, who works out of New York. Just as Firefly members judge content, thus forming a database of the likes and dislikes of the Firefly community, members are also asked to rate the banners, which gives them a sense of ownership over the marketers (see story, page 24). Tell the Firefly site that politically correct U2 is your favorite band, and in a flash a banner for Amnesty International, one of the group's pet causes, strings itself across the bottom of the site. "We can not only target an ad toward people who like the Lemonheads, but toward people who should like the Lemonheads," says Weaver.

Six Who Would Untangle the Web				
Company	Type of Service	Advertiser Information	Advertising Costs	Selected Advertisers
Firefly	Personalized, targeted Web content with feedback on user preferences	Advertiser pays per impression	Advertiser pays per impression	Advertiser pays per impression
FreeLoader	Web browser extension that allows users to download and install new content	Advertiser pays per impression	Advertiser pays per impression	Advertiser pays per impression
FreePort	Web browser extension that allows users to download and install new content	Advertiser pays per impression	Advertiser pays per impression	Advertiser pays per impression
Jump	Web browser extension that allows users to download and install new content	Advertiser pays per impression	Advertiser pays per impression	Advertiser pays per impression
PointCast	Web browser extension that allows users to download and install new content	Advertiser pays per impression	Advertiser pays per impression	Advertiser pays per impression
Riddler	Web browser extension that allows users to download and install new content	Advertiser pays per impression	Advertiser pays per impression	Advertiser pays per impression

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Six Who Would Untangle the Web

This pinpoint precision does come at a cost. Weaver charges 10 cents per impression for the privilege. Assuming the site succeeds-the number of subscribers is currently at 120,000 and growing-Agents Inc. plans to disperse its technology to other places on the Web. Last month, it signed a deal with search engine Yahoo! to employ the technology on that site. PointCast Inc. Funny, it doesn't look much like TV. But as Anna Zornosa, vice president for sales, demonstrates its news and information product on her laptop, she emphasizes that PointCast is really a broadcast medium. While the technical specs can be daunting, the PointCast Network is one of the only advertising vehicles on the Web that can easily repurpose TV commercials, and one of the few broadcasters to reach people while they're at work.

PointCast is delivered free of charge to users' PCs in the background, much like the popular "flying toasters" and other screen savers that run while monitors are idle. Each user picks "channels," such as sports, weather and news, to customize their version of PointCast. Someone who wants to know the weather report for the Hamptons, follow the Los Angeles Dodgers, keep track of AT&T's stock and pick up celebrity gossip can select the data from various sources. PointCast has contracts with The Boston Globe, Los Angeles Times and Time Warner's Pathfinder, among others, to include their content. PointCast servers shovel the info to subscribers' PCs at hourly intervals throughout the day, giving PointCast most of the immediacy of the Internet without eating up expensive on-line time. "This is a second-generation Internet product," says Zornosa.

Because users look at downloaded content, rather than grab it off the Internet themselves, PointCast can transmit full-motion video more easily than live Web sites. While stock quotes or sports scores might scroll across the bottom of the screen, a continuous loop of commercials plays in a frame in a corner. To

provide content, all advertisers need do is supply footage that translates well as a commercial (without audio at this stage). The video is prepared for use on PointCast by processing it through Macromedia Director: no muss, little creative fuss.

Six advertisers signed up for a free PointCast trial earlier this year as "corporate channel" sponsors. Four of them-- Fidelity, Quarterdeck, Saturn and EDS-have renewed and will pay PointCast \$200,000 apiece for the last half of 1996 (Prodigy and Fox did not re-up). New advertisers, who buy less prominent 30-second ads, will pay \$50,000 per month in the fourth quarter with a guarantee of 20 million impressions.

PointCast will soon launch SmartAd, software that allows advertisers to tailor when an ad runs depending on variables such as one-week-only sales. The Cupertino, Calif.-based company is also working with the Audit Bureau of Circulations to set up a customized auditing system. The service already seems to have impressed its Silicon Valley peers. In April, it won the award for Best Internet Application from C I Net.

FreeLoader Inc. If PointCast has a direct competitor, it's FreeLoader, an offline Web service launched in May. FreeLoader has barely started to approach advertisers, who will be its prime (and possibly only) revenue source. That didn't stop Individual Inc., a Burlington, Mass.-based technology outfit, from spending \$38 million to buy FreeLoader's potential last month.

Like Netscape Navigator and Microsoft's Internet Explorer, FreeLoader plans to build market penetration by offering its software at popular Internet sites. FreeLoader customers will use the software to surf the Web for them, downloading their favorite Web sites while they get some sleep, go to the office or get a manicure. The service eliminates messy surfing problems, such as server crashes, interminable downloading waits and the tedious process of hanging out while one's Internet connection slowly moves from one site to another. Moreover, FreeLoader editors keep track of what they consider to be the best sites in 14 general categories such as weather and sports.

"We're the VCR and TV Guide of the Internet," says Frank Babbitt, vice president, sales and marketing, for the Washington, D.C.-based company Just more Internet hype? Perhaps, but the service does seem to address what a recent Georgia Tech study said were the three biggest problems on the Internet: speed, finding sites and organizing them. In theory, with all of those arduous tasks taken care of by FreeLoader, the product's users enjoy a seamless off-line Internet experience, sped up because the information is accessed from the computer's hard drive rather than the balky Internet.

As with PointCast, FreeLoader's off-line delivery may help it woo advertisers. Marketers can sponsor any of FreeLoader's 14 categories for \$20,000 per month, buying banners to link to almost anything: a page of product information, a repurposed TV commercial, or even the advertiser's Web site, since the software allows dial-up access to the Internet. FreeLoader doesn't have its ducks in quite as neat a row as PointCast; it has yet to pick a third-party auditor and cannot guarantee impressions. Babbitt says the initial response is encouraging. Of the 50,000 people who downloaded the software in its first month, half have been converted into FreeLoader users. "What we're trying to do is make the Web fast and easy for everybody," he explains.

If such services can, in fact, make the Web as fast and easy as TV or magazines, then the next problem "beyond banners" will be at hand: how to make ads that people truly want.

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HELP ?

Can mixing 'cookies' with online marketing be a recipe for heartburn?

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Subject Terms: Web sites
Target markets
Internet
Computer privacy
Advertising
Internet
Information
Data bases
Consumers

Classification Codes: 9190: US
7200: Advertising
5250: Telecommunications systems
5140: Security management

Geographic Names: US
Companies: Double Click
Double Click

use ad only once

Abstract:

A commentary states that DoubleClick sells **advertising** through a variety of Web sites. The company retrieves information about the user, based on their IP addresses and cookie ID - if running Netscape - from the **Internet** Profiles Database. Some people are concerned that DoubleClick is able to tell an incredible amount of information about a user, such as operating system, location, organization name, type, revenue, and size. Kevin O'Connor, CEO and president of DoubleClick, says the company is only using the cookie file to track which ads DoubleClick has shown the user to avoid showing the same one.

Full Text:

Copyright InfoWorld Publications, Inc. Jul 22, 1996

Fighting potential abuses of the Internet often seems to take on elements of shadowboxing - you can't always tell whether there's a real enemy or not. Our recent discussions about junk e-mail and other questionable marketing practices on the 'net prompted one reader to alert The Gripe Line to a company called DoubleClick.

"DoubleClick is targeting advertising based on a user's demographic profile," the reader wrote. "There's nothing wrong with that; in fact, that seems to be a step in the right direction. The catch is that they are using Netscape cookies to collect and store this data without the user being aware it's happening." retrieves information about the user, based on their IP address and cookie ID [if running Netscape], from the Internet Profiles Database."

The DoubleClick software uses the information to decide which ad banner is most appropriate to display to that user. What kind of information do they have in that database?

"DoubleClick has created the largest and most complete user and organization database on the

Internet,"another Web document explained. "DoubleClick is able to tell an incredible amount of information about a user, such as operating system, location, organization name, type, revenue, and size"

My reader objected to the use of the Netscape cookie to apparently collect this data on Web surfers who may not know that either DoubleClick or the cookie file exists.

"Here we have a clear situation where information is being gathered about a particular user without that user's knowledge," the reader wrote. "Even the target marketing cards that masquerade as warranty registrations in every appliance or electronic device known to mankind give the user a choice to check a box to deny the right to share or sell the information provided. This check has been removed in the rush to the online world.

I am concerned about where this tacit assumption that we give up our rights to our privacy as we head into an online world will lead us."

I was concerned, too. Now that I had been on DoubleClick's Web site, my own cookie file sported a DoubleClick cookie, ready to identify me to any other DoubleClick-enabled site. It didn't bother me that it would use that information to decide which ad to show me, but it did seem wrong that a file on my own system would be used to collect and pass on information about me.

I decided to contact the company CEO and president, Kevin O'Connor.

"There are a lot of misperceptions about the cookie file and what it can do,' O'Connor said."All we're using it for is to keep track of which ads we've shown you so you don't keep seeing the same one."

Information about the user's geographical location and company affiliation is derived from the IP address, not the cookie file, O'Connor said, and the user's browser identifies itself and the operating system it's running under.

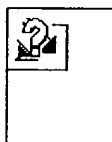
In spite of the company's claims about its user database, O'Connor said that DoubleClick does not use information about other sites the user has accessed when choosing the ad banner to display, and the company does not try to identify the user's name.

"Without question there is potential to misuse information, but that's always been there," O'Connor said. "The potential for abuse on the Web is great, because it is so powerful. But it really has little to do with cookies."

From what I've been able to gather from Netscape and from Brett Glass' column last week, it looks like O'Connor is right about the dangers of the cookie file being greatly exaggerated. (See Help Desk, July 15, page 54.) Still, I'm going to keep an eye on it. After all, telling friend from foe on the Internet is still a tricky business.

Ed Foster's Gripe Line examines issues raised by readers concerning product quality, customer service, and sales practices. Send gripes to gripe@infoworld.com or call (800) 227-8365, Ext. 710. Join his New Gripes forum on InfoWorld Electric at <http://www.infoworld.com>.

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About Intermind's Channel Communications Patents

Background

In the past four years the World Wide Web has completely transformed the global information economy. Its success is due to the inherent simplicity and power of HTML as a common format to display and link information everywhere. The result is that more information is now available via the Web than any other network in history.

As a document display and linking format, however, HTML does nothing to address another urgent problem: extracting the most useful information and actively delivering it to the right users in the right format at the right time. With today's knowledge worker drowning in a sea of e-mail, voicemail, newsgroups, groupware, and other electronic messages, solving this problem of "information flow control" has become the next great challenge of communications technology.

In 1996 a first generation of products appeared to address this problem. Grouped under the rubric "push" in contrast with the prevailing model of "pulling" information down from the Web, these products attempted to deliver information selectively to the users most interested in it. Yet the most common complaint of these products is that they exacerbated rather than relieved the problem of message overload. They delivered more information without delivering more *control* over that information.

Channel Communications

In the early 1990's Intermind's founders began working on an altogether different solution to the problem of communications control. It was based on the idea of a control structure exchanged between an information publisher and subscriber. The publisher creates the control structure describing how to automate communications with the publisher, and the subscriber uses a special program to store and process the control structure to automate the flow of information from the publisher.

This new form of communications relationship came to be called a *channel*, and the control structure a *channel object*. In October of 1996 Intermind introduced the first channel object publishing/subscribing product for the Web, Intermind Communicator[®], and the technology quickly spread throughout the industry. By the following March, Microsoft had proposed its own specification for channel objects, Channel Definition Format (CDF); PointCast announced that PointCast 2.0 would include CDF channel object publishing capabilities; Backweb adopted the CDF format; and Netscape introduced its own HTML/Java-based channel object format.

The real power of channel objects is not just that they can control the automatic delivery of information from publishers to subscribers, but that they control *every aspect* of this process. They do this by carrying the control information required to know when and how to act on message content. For example, channel objects can be used to control message filtering, encryption, notification, formatting, presentation, storage, and feedback.

In short, channel object technology represents an open, distributed, scaleable solution to the problem of intelligent message control on any form of electronic

network. As channel technology grows, a global standard for channels has the potential to become for digital communications what HTML is to documents.

Intermind's Patents

The U.S. Patent and Trademark Office (PTO) recently completed its review of Intermind's first U.S. patent application and issued a notification of allowance on all 26 claims. This means that after administrative processing, which typically takes two to three months, the patent will issue. These claims represent only the first of Intermind's patent applications but are the most important because they are the top-level claims on which many others are based. Intermind has also filed for these patents internationally.

Intermind's claims fundamentally involve the use of a control structure to automate communications. The heart of this control structure is *metadata*—data which describes other data. In the case of a channel, the metadata is data which describes how to control the communications of other data. A common example of metadata is the information in a library card catalog, e.g. the title, author, publisher, and publication date of a book.

The essence of Intermind's top claim is that two devices—a sender and receiver—have persistent storage, communicate over a network, and exchange a control structure including metadata which describes: 1) what information is to be updated, 2) when to update this information, and 3) how to transfer the updated information. In addition, at least the receiving device must be able to process the metadata in order to perform the update determination and transfer. Any digital communications system which incorporates all of these elements will be covered by Intermind's patents.

The use of metadata in communications is not itself novel. Metadata is in fact the key to the Web—the "tags" in Web pages are a form of metadata describing how to display and link information. Web browsers are special programs that know how to read and process this metadata. What is novel in Intermind's invention is the use of metadata in a control structure stored by a subscriber to govern a persistent communications relationship with a publisher, i.e. one which automatically controls the updating or feedback of information.

This communications control approach fundamentally differs from previous technologies. E-mail, for instance, uses metadata as part of every e-mail message (such as the To, From, Subject, and other header information), but this metadata is fixed and cannot be modified by the users. Lotus Notes allows more flexible metadata in Notes databases, but does not use this metadata to define and control information delivery or feedback. Agent systems like Telescript also employ metadata but do not share it between publishers and subscribers to create direct communications connections. Cookies are the form of metadata that most resembles a channel object but cookies are not processed by a browser to automate the delivery of information to a subscriber.

Claims Depth

A patent consists of two parts: a *specification* describing the invention and *claims* which establish a legal definition of the scope of the invention. Patent claims are written in tree structures where the top claim, called the *independent claim*, covers the most basic elements needed to describe the invention while underlying claims, called *dependent claims*, include additional elements that further define and enhance the invention.

Intermind's first patent contains two independent claims covering the core channel communications control process and 24 dependent claims covering additional elements, enhancements, and applications of this process. Other pending applications contain more than 200 additional dependent claims. These dependent claims cover numerous specific features of channel communications systems including:

- Control of information delivery via push, pull, or multicasting mechanisms (note that the delivery mechanisms themselves are not patented, only this new process for controlling them).
- Control of channel security, including automating the use of public/private key encryption and authentication (again, encryption technologies themselves are not patented, only this technique for automatically controlling their usage).
- Control of message formatting, filtering, notification, display, and archiving.
- Control of intelligent message forwarding and chaining.
- Control of channel feedback, including "smart forms", schedule synchronization, channel transactions, and automatically-generated channel usage statistics.
- Control of linked channels, service channels, and multi-channel transactions.
- Control of many-to-many channel publishing and subscribing.

The dependent claims also cover numerous applications of channel technology in low-bandwidth and mobile environments, set-top boxes, e-mail and groupware applications, electronic commerce, and distributed communications services.

Defensibility

From its inception, Intermind has exercised care to protect its innovations thoroughly. The company retained a nationally-renowned patent law firm, Wolf Greenfield & Sacks, which was selected based on its extensive experience in software patents and successful representation of such companies as Vermeer Technologies, the original developers of Microsoft FrontPage®.

Intermind is confident its patents will withstand validity challenges. To begin with, the company's founders began documenting its channel communications innovations well before the commercial rise of the World Wide Web and years in advance of the surge of interest in push technologies. Industry analysts have also noted that Intermind's products were the first to use an open, extensible channel object technology.

Secondly, the company and its consultants have spent hundreds of man-hours searching for *prior art* (technology which precede Intermind's invention), both patented and non-patented. During PTO patent examination this effort was expanded to include the input of other companies and experts in the industry. All of the prior art unearthed by these searches was submitted to the PTO and considered by the patent examiner prior to allowance being granted. None met the test of Intermind's claims for the elements and functionality of channel object technology.

The third reason for Intermind's confidence is the depth of the claims trees. Even if one or more top-level claims is invalidated by some previously undiscovered prior art, the many layers of dependent claims covering key features of channel technology mean the scope of the patent coverage will not be significantly reduced.

Implications for the Market

The rapid growth of channel communications in the last year signals the broad impact it will have on the development of the Web as well as on other digital communications media such as telephones, pagers, and interactive television. Many Internet products are already shipping with technology that may be subject to Intermind's patents. However Intermind is planning a progressive licensing program which will support the continued strong growth of this market.

Intermind's intellectual property is also highly relevant to several standards submissions currently being reviewed by the World Wide Web Consortium (W3C). These include CDF (Channel Definition Format), Microsoft's proposed vocabulary for channel metadata; and P3P (Platform for Privacy Preferences Project), which will govern the automatic negotiation and exchange of user profile information (P3P includes PICS and dSIG as well as Netscape's, Firefly's, and Verisign's OPS proposal).

Intermind is an active member of the W3C and a strong supporter of global standards for channel communications. The company currently serves as a member of the RDF (Resource Description Framework) Working Group for metadata representation and syntax, and is working closely with the W3C to resolve any standards issues relating to its intellectual property. Intermind has committed to support such standards in its licensing programs by offering reasonable terms on a non-discriminatory basis.

For More Information

For a more detailed description of channel communications technology and the major categories of features it enables, please see the [white paper Pushing Push: Advancing the Features of Channel Communications](#) that Intermind presented at the W3C Push Workshop in September.

For more detailed information about our patent and licensing terms, please contact:

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September 7, 2000

[E-Mail This Article](#)While Party Frets About Bush, Candidate
Plays Down Worry

By RICHARD L. BERKE and FRANK BRUNI

WASHINGTON, Sept. 7 — Gov. George W. Bush attempted today to downplay concerns expressed by prominent Republicans that his candidacy has floundered in recent weeks, allowing Vice President Al Gore to build on his velocity from the Democratic convention in a way that they never expected.

Mr. Bush said today that he believed rank and file members of the party were still excited about his candidacy and that the worries about Mr. Gore's rebound in the polls was a typical "Beltway" reaction.

"That's Washington," Mr. Bush told reporters. "That's the place where you find people getting ready to jump out of the foxholes before the first shot is fired."

He also said that some Republicans had unrealistic expectations that he would coast to a landslide victory.

"I guess some of my supporters wanted it to be a runaway," he said. "The vice president is running a strong race, but so am I. I'm under no



(AP)

Gov. George W. Bush with retired Gen. Colin Powell at a campaign stop in Westland, Mich. Prominent Republicans say they are worried that the Bush candidacy has floundered.

Issue in Depth

- [The 2000 Campaign](#)
- [The 2000 Campaign: White House](#)
- [The New York Times on the Web Politics](#)

Forum

- [Are there defining issues in the race for the White House?](#)

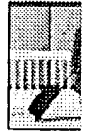
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In interviews during the last several days, leading Republicans on Capitol Hill, at state capitals and even at the Bush headquarters in Austin, Tex., raised concerns about the Bush campaign beyond recent poll numbers that show Mr. Gore with a slight lead.

Many of them expressed unease about the way Mr. Bush has handled himself, saying that in the last two and a half weeks there had been too many instances when he seemed either defensive, bumbling, weary, detached or peevish.

And there have been too many missteps, several Republicans said. For starters, some cited Mr. Bush's refusal to go along with the debate schedule proposed by the bipartisan Commission on Presidential Debates, saying his reluctance had made him look timid and was diverting attention from issues that he would be better off discussing.

Today, Mr. Bush suggested that his disagreement with Mr. Gore over the format for debates might be close to being resolved. Mr. Bush said while he still wanted to face Mr. Gore next Tuesday for a special prime time broadcast of NBC's "Meet The Press," he did not flatly rule out agreeing to a bipartisan commission's plan for three formal debates with Mr. Gore.

"It'll be worked out. There are going to be debates," Mr. Bush said.

While none of the Republicans who expressed concern projected panic, and all said that Mr. Bush could reverse the trend, they acknowledged puzzlement, frustration and even some distress about the strides that Mr. Gore has made, a degree of progress that they said went beyond an inevitable tightening in polls.

"There's no doubt about it: There's real worry about the general state of things," said William J. Bennett, the former secretary of education, who has advised Mr. Bush from time to time. "There's nervousness that was not there before."

Other Republicans said this week that Mr. Bush was letting himself get dragged by Mr. Gore too deep into the bogs of a policy debate, where the vice president is at his best. Still others said that Mr. Bush's choice of Dick Cheney as a running mate had produced scant excitement on the campaign trail but significant damage in the news media, manifest in weeks of questions about the financial details of Mr. Cheney's retirement package from Halliburton, the energy services company he served as chief executive.

Several Republican officials said they had serious reservations about the party's tongue-in-cheek TV commercial broadcast last week that challenged Mr. Gore's truthfulness and political consistency.

Representative John R. Kasich of Ohio, chairman of the House Budget Committee, said the campaign was too preoccupied with trying to make everyone happy and not delivering a clear message.

"The biggest mistake we can make is to try to be all things to all people," he said. "We have to be very aggressive and not engage in any reticence about our philosophy or our positions."

To some Republicans, Mr. Bush began the process of correcting his campaign this week. On Tuesday, he moved aggressively to neutralize Mr. Gore's advantage on the critical issue of health care by releasing his own plan to give prescription drug benefits to the elderly. And Mr. Bush has engaged Mr. Gore much more forcefully in his comments and oratory.

But Republicans said that the combination of Mr. Gore's surge and Mr. Bush's stumbles had made Mr. Gore, for perhaps the first time in the 2000 presidential race, the front runner.

Many said they were unnerved by voter surveys showing that Mr. Gore — who for months trailed in the polls — had pulled even or ahead of Mr. Bush nationally and in some important states like Florida, Pennsylvania and Missouri, where campaign officials had long predicted victories.

"Everybody expected a bounce, but not nearly as much as this," said Representative Fred Upton, a Michigan Republican, referring to Mr. Gore. And, he said, it had significantly altered the mood of Republicans in his state, a crucial battleground.

"There is a lot of chatter at the grass-roots level about how they're scared of these new numbers," he said. "This has shocked the system from what looked like a slam dunk."

Gov. Tom Ridge of Pennsylvania, who has campaigned with Mr. Bush in his state for the past three days, said: "I'm at a loss to explain the rather significant change in the polling numbers."

While Mr. Ridge said he was confident Mr. Bush would recover, he said, "We've got to go a little bit more on the offensive." He added of Mr. Gore, "This guy's tough."

In fact, in the nearly three weeks since the end of the Democratic convention, Mr. Gore has been constantly on the offensive. First he declared himself the candidate of the little guy and portrayed Mr. Bush and Mr. Cheney as beholden to big oil and drug companies;

then he relentlessly attacked Mr. Bush over tax policy and health care.

At the same time, Mr. Gore has managed to use the favorable attention he received during the convention — even the much publicized kiss he planted on his wife, Tipper, before his acceptance speech — to give life and personality to his stiff and uninteresting stereotype.

A Republican official closely involved in the Bush campaign said that Mr. Bush's aides had readjusted their expectations for a spate of new polls that are to be released in the next few days.

As recently as two weeks ago, the official said, Mr. Bush's aides were forecasting that these polls would show the race in a dead heat. But there was now a feeling inside the Bush camp that Mr. Gore might have, on average, a 3-to-5-point advantage, the official said.

A Washington-based adviser to the Bush campaign said: "Today, I think anybody forced to wager on the race would have to bet on Gore."

An official of the Republican National Committee said, "You're always on the defensive when your lead evaporates."

In the interviews, Republicans of all ideological stripes were hardly unified in dispensing advice for Mr. Bush, or in gauging the health of his candidacy. Several said that Mr. Bush was merely being buffeted by cyclical forces, which might change several times again before Election Day. Others said that Mr. Bush's position on debates made at least as much sense to voters as Mr. Gore's.

But some concerns about Mr. Bush's campaign were mentioned time and again.

For example, several Republicans said that Mr. Bush still needed to be more aggressive in explaining his proposal for a tax cut of \$1.3 trillion over 10 years, more than double the size of the cut planned by Mr. Gore.

"People get very worried about that kind of a tax cut with the speculative nature of the surplus," said Senator Arlen Specter of Pennsylvania.

Mr. Specter and other Republicans said it was a mistake for the Bush campaign to sign off on a Republican Party commercial that poked fun at Mr. Gore for appearing at a Buddhist temple fund-raiser.

"I don't think it's wise to do a 'tongue-in-cheek,' " Mr. Specter said. "It's got to be treated very seriously and in a factual way with no

apologies — but not tongue in cheek."

Some people close to the campaign even said that Republican National Committee officials warned that the commercial was inappropriate because it moved the discourse away from issues.

Mr. Cheney was also cited by many Republicans as a disappointing choice for Mr. Bush's running mate, especially compared with Senator Joseph I. Lieberman of Connecticut, who has helped energize the Democratic ticket.

"He can recover, but he's not gotten off the dime," Mr. Upton said of Mr. Cheney. "The focus, rather than on his solid record of achievement, particularly as the secretary of defense, and then in the private sector, has been totally eclipsed by personal finances."

Mr. Bennett put it this way: "The Lieberman pick looks pretty solid. He's a happy camper out there."

Some Republicans also said that despite his proposal for debates this week, Mr. Bush was unwise to make an issue of the format for his televised encounters with Mr. Gore. "He is proposing debates that will arguably reach fewer people," said a Bush adviser. "You can't sell a Chevy and say it's a Cadillac."

In addition, several Republicans said, Mr. Bush has at times failed to muster the sunny geniality and bravado that have always been his strongest suits.

He has fumbled with his mathematical figures and his words. In an interview late last week, at a time when he might be expected to be as pumped up by the gathering frenzy as ever, Mr. Bush instead grew prematurely reflective and slightly teary as he mulled over what he said was the greatness of American democracy.

At a news conference on Sunday, as he showed snippets of videotape to support his accusation that Mr. Gore was backing out of an agreement to debate anytime and anywhere, he tapped his foot and occasionally pursed his lips.

The next day, Mr. Bush, who prides himself on discipline, was caught uttering a vulgarity to describe a reporter into a microphone. While many political analysts said that the incident would cause no major damage, others said it could feed into perceptions of Mr. Bush as insufficiently experienced or mature for the task at hand.

"He's still a relative rookie at the national level," said Bruce Buchanan, a government professor at the University of Texas in Austin, "and that's showing right now."

Despite their concerns, some Republicans said that while they were sobered by the situation, they were not scared.


"There was a period right before and during the Republican convention where it looked like Bush would sail away with this," said Senator Peter Fitzgerald of Illinois. "We've all come back to reality."

Representative Joe Scarborough of Florida said: "The campaign actually started yesterday in earnest. If Bush was going to have a problem, he picked the right time to have it."

Bill Paxon, a former House member who is an adviser to the campaign, said Republicans who expected Mr. Bush to be ahead now were guilty of "Alice in Wonderland" thinking.

"I believe that it's going to be a tight race to the finish," he said. "But I am as confident of victory as I was six months ago. George W. Bush is going to be the next president."

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Nov. 4, 1997 2:12PM HQ. A R&D DESIGN

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In a complicated exchange that reshapes the online-services industry, AOL is acquiring CompuServe Online Services and its 2.6 million subscribers from WorldCom, which purchased the division from H&R Block. In exchange, WorldCom is acquiring AOL's networking division, ANS Communications. WorldCom's subsidiary, UUNET, will become AOL's largest network service provider. CompuServe will continue to be run as an individual brand. The transaction total is about \$425 million.

- **MindSpring** acquired Delphi's 1,100 dial-up Internet subscribers as well as the accounts of five regional ISPs, bringing its ISP acquisitions this year to 20.
- **Apple Computer** bought Power Computing, the leading maker of Macintosh clones, for \$100 million.
- **The Integration Financial Network**, a consortium of banks led by IBM, intends to strengthen its online banking services through the purchase of Visa Interactive, a subsidiary of Visa International. The purchase brings an end-to-end bill-payment solution and Visa's ePay electronic-payment service into Integration's fold.
- **Sun Microsystems** will buy **Integrity Arts**, a maker of virtual machine and operating-systems technology for smart

cards. Integrity employees will become part of Sun's JavaSoft division in order to boost the Java Card platform.

- **Alcatel**, **Nortel**, and **Samsung** say they will use **Sun Microsystems'** PersonalJava platforms in their Web phones for downloading data such as e-mail and Web pages from a network.
- **Panasonic** announced it will use **Unwired Planet's** HTML-based microbrowser in its phones so users can access network information.
- **Alcatel**, **Ericsson**, **Nokia**, and **Siemens** all agreed to use GSM data technology, a wideband system for global mobile communications. The move signals conversion to third-generation wireless technology.
- **Open Financial Exchange (OFX)**, the financial-data transfer platform from **Microsoft**, **Intuit**, and **CheckFree**, will be used by **Charles Schwab** so customers can manage their portfolios online using **Microsoft Investor**.
- Continuing its efforts to catch up to bookseller **Amazon.com**, **Barnes & Noble** launched an Affiliate Network of 40 sites that will co-market books and receive commissions on purchases. Affiliates include **CNN Interactive**, **ComcastNet**, **Internet.com**, **Lycos**, and **USA Today**. —A.D.

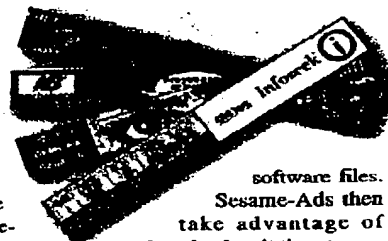
Online ads are taking the first steps beyond hyper-linking, with a new ad generation using Java to deliver complete applications at Web sites.

An early leader is Narrative Communications, whose Enliven system can create fully interactive animated ads. New Balance used Enliven to ask questions about users' athletic habits and shoe preferences, then displayed selected styles—all within the banner and without requiring the user to click away from the site where the ad appeared. Enliven uses a Java client and its own server to deliver the applications, which can be created in Macromedia Director.

This kind of "nested" ad content, which tries to engage a viewer within the confines of the banner ad, is on the rise. "The biggest problem with banner ads is that people don't feel like clicking away," says Don Senerath of Digital Pulp, who has developed Nano-Site, a Java-based banner ad that delivers multiple "nano-pages" and streaming media within the banner space. Nano-Site is used on sites run by Individual Investor Online, DoubleClick, and BizTravel.

First Virtual Holdings is taking ads to the next logical level: transactions. With its VirtualTAG banners, users can make credit card purchases within the banner while First Virtual processes the back-end transaction. VirtualTAG is available but no one has yet used it for online selling.

EchoMedia is accommodating TV-advertising models on the Net. "We're trying to bring their TV ads to the Net," says Monique Gulati Burgess of EchoMedia, whose Java-based Sesame-Ad system converts TV ads into Web-capable



software files. Sesame-Ads then take advantage of download wait time to pop up a separate, small advertising window to play the commercial. Sandals Resorts is a charter advertiser. Sesame-Ad also tries to duplicate the detailed viewer tracking that TV advertisers are used to, including time of day and time zone. Burgess envisions a future when advertisers will make time-zone buys on the Net.

Dave Zinman, co-founder of Focalink, a maker of Web-advertising products, points out that the cost to support these new technologies can be prohibitive to a site. "But it's the promise of Java and embedded HTML that is fueling experimentation," he says. Focalink found that Java is running at only 17 percent of the sites it surveyed, with Shockwave at 14 percent and embedded HTML at 2 percent.

Zinman says, "Marketers are experimenting before they've even determined that it's the optimal technology for their message. I don't think anyone understands what all this technology could mean." —A.D.



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TABLE OF CONTENTS

The Wall Street Journal Interactive Edition -- September 3, 1997

Advertising Knock, Knock! Who's There? More Noisy New Internet Ads

By SALLY GOLL BEATTY

Staff Reporter of THE WALL STREET JOURNAL

Ads on the Internet, already hard to ignore, are now literally whining for attention.

Thanks to new technology, AT&T this week is unveiling new Web ads that don't just blink or flutter or sit there -- they talk at you. Sprinkled across Web sites operated by Walt Disney, GeoCities, Progressive Networks and CBS's SportsLine, among others, these AT&T pitches first capture the computer user's attention with the sound of someone knocking.

COMMENTS & OPINIONS

Will television-style ads make you more inclined to visit a Web site?
Write us at editors@interactive.wsj.com.

Then the screen shows an image of a door, splashed with AT&T's logo. Then a child's voice says: "Hey, let me in!" In one version, a video image of a teenage girl walks through the door and says: "I'm going to college, not to Mars." In another version, a little girl dressed in a swimsuit says: "Come on, everybody."

Then the door closes and a sign inside a box appears, with the words: "Click here." Web surfers who do click will get more video and dialogue -- plus a page of information about various AT&T services, such as phone plans for college-bound kids or cell phones for people working out of the office.

Ads that break the sound barrier are the latest evolution in advertising on the Web -- a place that once had no ads at all. Introducing sound, and more sophisticated video images, runs the risk of sending Web surfers fleeing, perhaps never to return to that site.

Only about \$400 million will be spent on all Web advertising this year, estimates Forrester Research of Cambridge, Mass. AT&T alone spent twice that amount last year on traditional advertising and marketing. Growth in Web advertising has been stifled in part by the failure of current ads to make much of an impression on the Web's growing, but still relatively small, audience. Still, big advertisers keep dabbling. AT&T says the cost of producing its two-week Internet campaign over about half-a-dozen sites is less than the cost of creating two 30-second

television commercials.

"Where we see this going is bringing more TV-like experiences to the Web," says Hilmi Ozguc, chief executive of Narrative Communications, the Waltham, Mass., software developer behind the technology used in the new AT&T ads. "There'll be more sound, more graphics and more animation being employed. It's what advertisers and agencies have been waiting for to express themselves better."

But Internet-watchers are already warning that the new technology could alienate consumers by slowing down their ability to move through the host site. "The medium can literally get in the way of the message," says Ted Julian, an Internet-research manager with International Data Corp. in Framingham, Mass. "It can take so long to download the medium that the message is never delivered." Web surfers are notorious for their short attention spans.

AT&T says the new ads are designed to give consumers a connection to characters they might have met on television. "We're trying to connect you to a person you might have seen in an AT&T commercial and you might have had a fond experience with, albeit on TV," says Steve Block, director of brand and interactive advertising for AT&T. Both the teenager and the little girl featured in AT&T's Web ads were first introduced in recent television commercials produced for AT&T by its ad agency, Young & Rubicam.

Other big advertisers are already experimenting with Narrative's technology, called Enliven 2.0. They include Volvo, Microsoft, New Balance, and computer maker AST Research. Mr. Ozguc says each advertiser is putting Narrative's technology to use in different ways. Microsoft is using simple clicking sounds to simulate the sound of a person using one of the company's new browsers. Volvo touts a new model by running a repetitive drum-beating sound. AST uses a combination of video and sound to create an auto-racing video game inside a Web banner.

But there is a major reason advertisers have so far failed to make much use of video and sound in their Internet ads. About 75% of all computers with Web access have sound capabilities. But only a small percentage regularly receive video images, according to International Data. That's because there isn't any dominant program for video capability in use by all sites offering video content. Perhaps more important, such features also tend to make surfing the Web much slower.

This problem was evident Tuesday to some surfers who tried to reach the inner sanctum of AT&T's Internet ad. "Sit tight," blinked a message on the door to AT&T's ad. AT&T's Mr. Block concedes the problem and believes it will be solved by Wednesday.

"This is like the early days of television, when things happen," says Gerald M. O'Connell, president and chief operating officer of TN Technologies, the on-line ad company that built AT&T's ad. "Nothing ventured, nothing gained."

Ad Note ...

APPOINTMENTS: The Partnership for a Drug-Free America said it will formally announce that it has named William J. Bennett and Mario Cuomo as co-chairmen. The New York group is a nonprofit

organization that produces antidrug ads. Mr. Bennett was chief drug policy adviser in the Bush administration. Mr. Cuomo was governor of New York.

[Return to top of page](#)

HELP	NEW FEATURES	SPECIAL REPORTS	GLOSSARY	PERSONAL FINANCE CENTER	CONTACT US	YOUR ACCOUNT	ADVERTISERS
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DOW JONES

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other using their own voices.

► We have taken steps to re-establish AOL as the value leader in the consumer market.

Our low \$9.95 monthly fee continues to be attractive to the mainstream consumer audience we're targeting, but we recently added a \$19.95 "Value Plan" that has been well received by our heavier users as well as by families worried about running up big bills. Price will continue to be an important competitive factor, so we have been testing a wide variety of alternatives. But we realize delivering a superior value does not necessarily mean having the lowest price, so we continue to invest in ways to make AOL different and better. Our large audience makes this possible, as we are able to provide free access to premium content that carries a surcharge elsewhere. The larger we get, the better we get.



► Advertising Online

When daily newspapers first recognized they could augment subscriptions with advertising, print advertising proliferated. The same model may work for interactive services. We recognize that ad revenue can exceed our subscription revenue much like ad revenue does for newspapers. Our idea is bolstered by the fact that we have more than 6 million households - that's more than the top four U.S. dailies... combined.

Welcome - Table of Contents | Vision | What's New ...
Dear Stockholder | The Consumer Experience
Technology for the Consumer | The Number One Brand
Interactive Programming
New Business Models at Work | Good-bye

Made-over AOLTM looks more like TV

COMPUTERS: The service will simplify and offer 21 channels.

From Register news services

America Online on Monday unveiled the makeover it hopes will bag millions of new customers and keep advertisers happy.

AOL, the nation's largest online service with 9 million customers — has taken a cue from TV and tried to present itself as the easiest way for people to go online.

The brainchild of executive Bob Pittman, president of America Online Networks and a veteran of MTV, the revamped look presents customers with a new slate of "channels" they can turn to for whatever interests them online.

And trying to capture some of the TV's glamour, AOL has recruited Joan Lunden, former co-anchor of "Good Morning America," to "host" a new guide to the service — called AOL Today.

The reworking that the company announced Monday is part of a larger upgrade, a few months behind schedule, which will significantly change how the service looks to its subscribers.

A big change that users will notice, as the makeover starts rolling out, is a revamped lineup of 21 channels, or content areas, that users see after they click past AOL's "welcome" screen.

To liven up the service, AOL will update AOL Today six times a day, and change the look of the other channels constantly. Customers will be able to use the new channels starting next Monday.

Profile

1996 Annual Report

Extending the Uniqueness of the AOL Experience

ABOUT THE COMPANY
PROFILE
NEWS
CAREERS
FOR INVESTORS
WELCOME
SEARCH
CONTACT US
SITE MAP

- ▶ Dear Stockholder
- ▶ Extending the Uniqueness of the AOL Experience
- ▶ We are making great strides in the area we care most about: providing consumers with a superior interactive experience that can enhance the way they get information, communicate with others, buy products, and learn new things.

- ▶ Leveraging the Internet Opportunity
- ▶ Launching the New AOL
- ▶ Establishing the Best-Known Brand in Cyberspace
- ▶ Focusing on the Needs of the Consumers

We continued to extend the uniqueness of the AOL experience with the launch of a new version 3.0, which gives our members a faster and more convenient online experience, easier navigation, enhanced communication, and new features that empower members to personalize the service. These new tools enable members to see when their friends are online, shape features and preferences in ways never possible before, create their own Web pages in seconds, and enjoy one-click access to any favorite places on the AOL service and the Internet. But the "new AOL" is not just about new software—we've also redesigned the service to make it easier to use, adding powerful new tools such as a universal "Find" feature that enables members to quickly identify and reach areas that interest them. And we've deployed a new plug-and-play architecture that allows us to add new innovations on the fly. As a result, members will soon benefit from new features such as real-time audio and video, as well as the much-awaited launch of the "AOL Phone," which will enable members to talk to each

April 19, 1997

CYBER
TIMES
EXTRA

TV-Type Ads Emerge on the Web

By MATT RICHTER

BERKELEY, Calif. -- Berkeley Systems' irreverent quiz game "You Don't Know Jack - The netshow" has been a hit since it went online in December, registering more than 100,000 players. Now the game itself may become the answer to some future trivia question: What World Wide Web site helped revolutionize Internet advertising?

After every five or six questions in the interactive game, which is designed to mimic a television game show, a mini-commercial pops onto the monitor, taking up the entire screen with animation and music. "It's an Up Thing," rings the familiar jingle imploring players to drink 7 UP. In another ad, for a popular search engine, a pitch man asks "Do You Yahoo!?"

The comparisons between these advertisements and television spots are obvious, and that's exactly the point. A far cry from the staid, oft-maligned banner ads ubiquitous to the Web, these mini-commercials may represent the next wave -- an imitation of the immersive, more creatively flexible pitches found on TV.

"Of all the stuff going on out there, this is pretty much the most interesting," Bill Bass, a senior analyst with Forrester Research, said in comparing the Berkeley Systems' spots to other online advertisement models. "Instead of having a banner ad that takes up part of the screen all of the time, these take up all of the screen part of the time."

The concept of these TV-like spots -- known in the trade as "interstitial" advertisements -- will get a key endorsement later this week, when MSNBC launches its own experiment with online commercials. MSNBC is planning a two-week trial for a five-second, animated commercial on its "Life" page. The company declined to disclose the name of the company that had purchased the spot.

Scott Moore, Director of Revenue and Business Development for MSNBC, said that interstitial spots could move Web advertising "beyond the banner." The commercials allow advertisers to convey a brand message without having to rely on a visitor to click on a banner, he said.



"You Don't Know Jack - The netshow" is a popular on-line game that incorporates the new "interstitial" advertisements.

"We're still looking for the equivalent of television's 30-second spot. Hopefully, this is one possibility for it."

Scott Moore, MSNBC Director of Revenue and Business Development

"We're still looking for the equivalent of television's 30-second spot," Moore said. "Hopefully, this is one possibility for it."

Hotwired, the online publication of Wired Magazine, plans to start using interstitial ads starting in June. Rick Boyce, vice president and director of ad sales at Hotwired, said he hoped that the new ad form would stimulate more creativity on the part of advertising agencies, which, he said, had not embraced the Web enthusiastically.

Interstitial ads are among a number of efforts to conceive a more effective method for online advertising as pundits and entrepreneurs find that banners are not as lucrative as they once were expected to be. Jupiter Communications projects that at its current pace, online advertising will grow to only a \$5 billion market by 2000.

That figure, which is considered generous by other analysts, is not even twice the amount Procter & Gamble currently spends worldwide on advertising. What's more, current spending for online advertising is highly concentrated, with the top 10 ad-generating sites earning 64 percent of the revenue in 1996, according to Jupiter.

Forrester's Bass said that as a measure of economic health, those revenue projections are even less optimistic than they seem, because a significant portion of Web ads are purchased by other Web sites. "I don't know of another industry where there is so much intra-industry spending," he said.

Not everybody is sold on the idea that interstitial commercials will breathe new life into online advertising and inspire more widespread participation. Some critics argue that Web surfers, who relish the freedom and mobility of the Internet, will resent being held captive for an even a 5- or 10-second spot. What's more, critics point out that surfers already grouse about the time it takes for content to appear on their monitors, a frustration that could be magnified if they had to wait for a commercial to download.

"Just because we face the equivalent of a television screen, doesn't mean we have to have a television model," said Jim Docherty, President of Hachette Filipacchi New Media, which publishes four magazines on the Web, including "Car & Driver" and "Elle," and 23 magazines on American Online. "This is another way of forcing the television model on the interactive medium."

"I'm very concerned what the response from users is going to be," Docherty added. "The medium is often blamed, rather than the advertiser, and I suspect that backlash will be on us rather than on the advertiser."

"This is a lot more intrusive -- which in the ad world is a good thing."

Holly Mensch, 7 UP senior brand manager

Docherty is among those who assert that there is still room to expand on the banner concept by making banners even more animated. Hachette Filipacchi is also increasingly experimenting with a sponsorship model, in which an advertiser sponsors a particular Web page or section of content. This is a model that MSNBC also is exploring more fully.

Skeptics also say that the mini-commercials simply may not work as well for other Web sites as they do in the all-consuming setting of "You Don't Know Jack - The netshow." First, the game's metaphor is television, so the commercials fit the setting. Besides, players of the quiz game -- essentially an online version of Berkeley Systems' popular

CD-ROM of the same name -- say the action is so intense that they even welcome a commercial break after several questions.

Despite the skepticism from outsiders, the Berkeley Systems' spots have been a big hit with the advertisers themselves. The company has attracted nine big-name advertisers, including 7 UP, Yahoo!, Fox Pictures and Saucony, each of which pay \$14,000 for 100,000 impressions. At the present clip, the spots are registering 100,000 impressions every 18 days.

"As opposed to the banners, you get the ability to do a full-screen advertisement. That gives you full-screen exposure," said Holly Mensch, senior brand manager for 7 UP, who said that the expenditure has been worth the return.

"This is a lot more intrusive -- which in the ad world is a good thing," Mensch said.

Christopher Deyo, General Manager of Berkeley Systems and one of the creators of the "You Don't Know Jack - The netshow" ad concept, said he believed that the mini-commercial was here to stay.

"Within a couple of years, 'interstitial' will become part of our nomenclature the way banner is now," he predicted.

Related Sites

Following are links to the external Web sites mentioned in this article. These sites are not part of The New York Times on the Web, and The Times has no control over their content or availability. When you have finished visiting any of these sites, you will be able to return to this page by clicking on your Web browser's "Back" button or icon until this page reappears.

- [You Don't Know Jack](#) (Playing the game requires downloading an installer of approximately 3 MB for both Windows and Macintosh.)
- [MSNBC](#)

[Home](#) | [Sections](#) | [Contents](#) | [Search](#) | [Forums](#) | [Help](#)

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Arena di Verona shatters attendance barriers with online ticketing.

BEZERK AWARDS AT&T FREE INTERSTITIAL AD IN "YOU DON'T KNOW JACK THE NETSHOW" TRIVIA TOURNAMENT

Modem Media Scores \$14,000 Prize For Happy Client!

BERKELEY, CA. (March 5, 1997) -- Berkeley Systems, Inc. today announced the winner of its You Don't Know Jack the netshow trivia tournament held this past Thursday in New York City. The event was thrown to celebrate the success of beZerk, Berkeley's free online entertainment network (www.bezerk.com). It featured a round-robin tournament with representatives from some of the biggest names in advertising vying for the chance to win a free \$14,000 interstitial ad on the network. With such agencies as BBDO, Young & Rubicam, DDB Needham and TBS Media Management playing for clients like Visa, HBO, and Chase Manhattan, the competition was tough. Modem Media's Gregg Leonard proved that he does know Jack, winning the coveted interstitial for their client, AT&T. The runner-up was Vincent Urbanowski, of Byer & McGuggart, Inc., for his client Pringles.

"We held this event so advertisers, agencies and those who report on the advertising industry could see for themselves what makes beZerk so revolutionary," stated Steve Drace, Vice President of Advertising Sales for Berkeley Systems. "And, with a free \$14,000 interstitial ad as the grand prize, who could resist?"

As the winner, AT&T will receive a free interstitial ad that will run for one month on beZerk's You Don't Know Jack the netshow. Having been played nearly 350,000 times since launching in early December, You Don't Know Jack the netshow, based on the award-winning CD-ROM game co-produced with Jellyvision of Chicago, features breakthrough advertising that replaces the current model where banners and click-through ads are the standard. By combining audio and animation in dynamic, full-screen ads, Berkeley has developed the first true television-like ads on the Internet. Working with some of the hottest names in advertising, 7-Up, Cuervo Gold, Plymouth, Saucony, and TVT Records, the company has created an entirely new way of delivering advertising on the Internet.

beZerk's line-up of programs expands in March with the addition of You Don't Know Jack Sports the netshow for Windows 95 and You Don't Know Jack the netshow for Macintosh. Later this spring, the company will launch You Don't Know Jack Sports the netshow for Macintosh, and this summer will add two more programs, Acrophobia and Rude Reviewer, to the beZerk network. These titles and beZerk's innovative advertising model will be demonstrated at Spring Internet World in Los Angeles, March 12-14.

Note to Editors:

Color slides and electronic images of You Don't Know Jack the netshow for Macintosh are available upon request. For more information, contact DeEtte Christie at (510) 540-5535 ext. 254 or Monica Granados, ext. 204, or sent email to pr@berksys.com. Visit Berkeley Systems Virtual News Room for downloadable press kits and more: www.berkeleysystems.com/newsroom.

Note to Advertisers: For information on becoming an advertiser in beZerk, contact Steven Drace at (510) 540-5535 ext. 531 or sdrace@berksys.com.

DON'T BE LEFT OUT IN THE COLD...IT'S TIME TO GO BEZERK!

www.bezerk.com--Experience Why The Internet Will Never Be The Same Again!

BERKELEY, CA. (December 3, 1996) -- Berkeley Systems, Inc., a leader in the entertainment software market, today announced that beZerk, its free, premier online entertainment network featuring You Don't Know Jack the netshow, has officially gone live! After a tremendously successful three week long public pilot test period, beZerk is now available for access 24 hours a day, 7 days a week, 52 weeks a year. The company also revealed plans to make the debut program, You Don't Know Jack the netshow available for Macintosh in early '97. So, what are you waiting for, go beZerk at www.bezerk.com!

"During the three week pilot period, we had nearly 25,000 people log onto beZerk and play You Don't Know Jack the netshow," stated Julie Wainwright, President and COO of Berkeley Systems. "The response beZerk has received is phenomenal-- it's clearly one of the most unique experiences available on the Internet today and it's totally FREE."

If the famous statue called the Aphrodite of Melos applied for a waitressing position at Hooters®, what might prevent her from getting the job? (see end of release for answer)

beZerk's debut program, You Don't Know Jack the netshow, has already awarded \$100 to 15 daily high-scorers, with one lucky gamer bagging the \$5,000 grand prize for the highest cumulative score during beZerk's November pilot period. And, we've only just begun....

As if the Holidays weren't enough, this month we're doing it again, but with some special twists. If you play You Don't Know Jack the netshow and are the high scorer for the day, you get \$100, but if it happens to be a Friday, you win BIG! You'll take home \$500 for your turn at the keyboard (and just in time for the holidays too). When was the last time someone handed you \$500 for being a smarty pants? You Don't Know Jack the netshow also features "Play Today and Win," three days in the month of December where you can score cool prizes just for playing. We will reward those players who satisfy certain requirements (i.e. living in Illinois and you're one of the first 25 to play). You Don't Know Jack the netshow is currently available for Windows 95, but don't worry, the Mac version is coming soon!

Based on her tendency to retain a lot of water, whose dress is going to be the tightest at the Plant Prom this weekend? (see end of release for answer).

It's not just the irreverent humor or the in-your-face audio track that makes beZerk so different, it's the advertising. That's right, the A D V E R T I S I N G. You Don't Know Jack the netshow contains the first true television-like commercials on the Internet today. By combining audio and animation with dynamic, full-screen ads, we've created an entirely new way of looking at advertising on the Internet. We've teamed-up with some of the hottest names in advertising, 7-Up, Cuervo Gold, Elektra Records, Naya Water, New Line Cinema, Plymouth, Request/Sam Goody, Saucony, Skechers, SuperCuts, and TVT Records, to bring you the hippest ads this side of the Milky Way.

"When we started out people looked at us like we were crazy. Well, they're not looking at us that way anymore," stated Steven Drace, Vice President of Advertising Sales. "During our pilot period, the response both from players and advertisers has been nothing but positive. In fact, players told us time and time again to put in more ads and make them longer!"

Through special arrangement, You Don't Know Jack the netshow is reachable through C/NET's DOWNLOAD.COM (<http://www.download.com>). DOWNLOAD.COM delivers the top free to download software titles--including games, screen savers, Web browsers, utilities, plug-ins and more--on an intuitive, cataloged format which makes finding and downloading software easier than ever before.

THE ANSWERS:

1. If the famous statue called the Aphrodite of Melos applied for a waitressing position at Hooters®, what might prevent her from getting the job?

- She's shy about showing her skin.
- Her breasts are too big.
- She loses her head with the customers.
- She can't carry a tray properly.**

2. Based on her tendency to retain a lot of water, whose dress is going to be the tightest at the Plant Prom this weekend?
- Miss Banana Tree
 - Miss Cactus**
 - Miss Passionflower
 - Miss Fern

**correct answer

Founded in 1987, Berkeley Systems, Inc. develops and markets multimedia entertainment software for grown-ups. To date, the privately held Company has sold over five million units and is a leading innovator in the marketplace. Leveraging the success of its widely known After Dark screen saver franchise, Berkeley Systems established a second franchise with the irreverent pop-culture trivia game You Don't Know Jack. The Company recently announced plans to deliver breakthrough entertainment experiences on the Internet with beZerk (www.bezerk.com), the premier online entertainment network. With an eye on the future, Berkeley Systems continues to produce cutting-edge entertainment that offer unique experiences and take advantage of the latest technology and online advancements.

Note to Advertisers: For information on becoming an advertiser on beZerk, contact Steven Drace at (510) 540-5535 ext. 531, or Susan Crown, ext. 744.



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The
Real-Time
Advantage

Community
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The market for World Wide Web advertising is poised for explosive growth over the next few years. FlyCast is perfectly positioned to take advantage of this opportunity and provide our customers a *complete solution* to maximize the return on their advertising investment.

The Web Advertising
Market



Emerging Web Advertising Opportunity Is
Huge

According to Jupiter Communications' 1996 Online Advertising Report, advertising spending on the Internet will increase from \$343 million in 1996 to \$5 billion in 2000.

Branding gains, incremental revenue, and cost-effective advertising are driving this growth in the Web advertising market. Real-time access to markets and market data yield powerful advantages for the companies that go online early. Perhaps most importantly, today the Web is a buyer's market. Typically, more than 50% of all ad banner inventory goes unsold every day, creating an outstanding opportunity for Web advertisers.

[Learn About The New Web Advertising Paradigm](#)

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The Real-Time Advantage

Integrated, Real-Time Solutions Maximize Web ROI

Although the specific needs of every advertiser and every Web site are unique, their Web advertising business objectives are quite similar. These objectives include:

- Increasing revenue, branding and awareness
- Creating flexible, customizable sales channels
- Obtaining rapid, actionable market intelligence
- Minimizing up-front investment
- Utilizing no-risk implementation options
- Measuring performance quickly and precisely

Simply stated, our customers are telling us they want a total Web advertising campaign solution that enables them to both buy and sell online ad space on their terms and in real time. Each FlyCast customer sets individual parameters for directing where, when, and how he or she wants to spend advertising dollars or sell advertising opportunities. The customer is in control.

Customers are now using FlyCast's tools to gain control over their Web advertising efforts. FlyCast's role is to create multiple options for its customers, and to eliminate the burden of managing Web advertising campaigns, making it an easy, seamless, and profitable process.

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New Web Advertising Paradigm Requires New Management Tools

Complements and Extends Traditional Campaigns and Budgets



To understand why FlyCast is creating a new way to buy and sell Web advertising, it is important to compare the print/broadcast media model and its attributes with the Web media model. In the print world, advertising inventory is static. It is created in advance of exposure to the intended audience. Collecting demographic data about audience members requires user cooperation. One-to-many communication with a universal message, mass production runs, and lengthy media planning cycles are the rule.

On the Web, by contrast, advertising opportunities are created in real time. Demographic information is gathered automatically and aggregated. One-to-one communications, individualized messages, and rapid, response-based media planning cycles are the rule.

Whether manual or semi-automated, most Web advertising transactions are based on the static print/broadcast model. Standalone solutions and manual fax-telephone-email systems limit a media buyer's ability to design and execute a complete Web advertising campaign in a timely, cost-effective manner.

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**Customer &
Industry Raves**

**FlyCast's
Press Releases**

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Graphics, etc.**

**Press
Information**

FlyCast's Press Releases

For Release August 4, 1997

Contacts:

Larry Braitman
FlyCast Communications
123 Townsend Street, 2nd Floor
San Francisco, CA 94107
415/975-5364
lbraitman@flycast.com

**FlyCast Selects Marimba's Castanet to Bring First Real-time,
Java-Based Web Advertising Campaign Management Solutions to
Ad Agency Desktops**

***New Java AdAgent™ Utilizes Marimba's Castanet to Manage, Distribute and
Update Web Ad Management Service Across Devices, Platforms, And
Networks***

August 4, 1997 - San Francisco, CA - FlyCast Communications Corporation announced a new real-time, Java-based version of AdAgent™ incorporating Marimba's Castanet technology to facilitate distribution and updates. Distributed free of charge to web advertising media planners and buyers, the new Java version of FlyCast's AdAgent is the first desk-top media buying tool to provide complete, real-time control over web ad campaign planning, market testing, execution and performance monitoring. Over 200 advertisers and media buyers currently use the Microsoft Windows version AdAgent to make traditional ad buys, and to make real-time "spot" buys over an open exchange, a concept similar to financial market trading. FlyCast's Open Network™ currently has over 140 sites and is expected to top 1,000 sites by year-end.

"The new no-cost, Java version of FlyCast AdAgent™ enables every media buyer with an Internet connection to instantly manage more and better ad campaigns across our growing network of sites," said Miles Walsh, CEO of

Pushing Push: Advancing the Features of Channel Communications

*A White Paper presented at the W3C Push Workshop
September 8, 1997*



Intermind Corporation
www.intermind.com

Contacts:

Drummond Reed, Co-Founder & VP Product Management
drummond@intermind.com

Kevin Jones, Chief Architect
kjones@intermind.com

Table of Contents

Introduction	4
Why Channel Communications?	5
The Basics of Channel Architecture	6
Anatomy of a Channel Object	8
Channel Linking	9
Feature Categories	10
Profiling Exchange Features	11
<i>Globally-Unique Profile Elements</i>	11
<i>Profile Exchange Control Rules</i>	11
<i>Profile Updating</i>	12
<i>Autoprofiling</i>	12
<i>Autosubscriptions</i>	12
Negotiated Delivery Features	12
<i>Automatic Delivery Method Selection</i>	13
<i>Multicasting Delivery</i>	13
<i>Publisher Push with Automatic Address Registration</i>	13
<i>Automatic Delivery Scheduling</i>	13
<i>Automatic Network, Server, and Protocol Selection</i>	13
<i>Automatic Content Selection (Filtering)</i>	14
<i>Automated Attachments</i>	14
<i>Automatic Content Formatting</i>	14
<i>Automatic Content Viewer Handling</i>	14
Negotiated Security Features	15
<i>Access Control Elements and Rules</i>	15
<i>Automated Key Handling</i>	15
<i>Security Protocol Negotiation</i>	15
<i>Linked Authentication Channels</i>	15
<i>Trust Level Negotiation</i>	15
Active Message Processing Features	16
<i>Publisher- and Subscriber-defined Methods</i>	16
<i>Publisher- and Subscriber-defined Rules</i>	16
<i>Subscriber Filtering and Notification Control</i>	16
<i>Subscriber Forwarding Control</i>	16
<i>Subscriber Message Archiving Control</i>	17
<i>Software Delivery and Installation</i>	17
<i>APIs</i>	17
Channel Feedback Features	17
<i>Intelligent Acknowledgment</i>	17
<i>Forms Control</i>	18
<i>Attachment Control</i>	18
<i>Response Routing Control</i>	18
<i>Subscriber Event Tracking and Feedback</i>	18
<i>Automatic Processing and Notification of Feedback Data</i>	18

Channel Linking Features	19
<i>Active Links</i>	19
<i>Link Versioning</i>	19
<i>Directory Service Channels</i>	19
<i>Component Service Channels</i>	19
<i>Translation Service Channels</i>	19
<i>Authentication Service Channels</i>	20
<i>Payment Service Channels</i>	20
<i>Feedback Service Channels</i>	20
<i>Collaborative Filtering Service Channels</i>	20
Data Interchange Features	21
<i>Strong Data Typing</i>	21
<i>Global UUIDs</i>	21
<i>Data Relationships</i>	21
<i>Text and Binary Formats</i>	21

Introduction

Perhaps no Internet technology has evolved more rapidly in the last year than "push", the name given to a broad new spectrum of products that automate the delivery of information. The term was coined by contrast to the current "pull" model of the Web, where users must manually seek out the information in which they are interested. Push technologies create automated, intelligent communications relationships between information publishers and subscribers — relationships which have come to be called *channels*.

Intermind Corporation has been developing channel technology since the early 1990's, before the commercial rise of the World Wide Web. Its first product, Intermind Communicator™, introduced only a small fraction of the features enabled by the company's channel technology and addressed in its multiple U.S. and international patents pending¹. This paper gives a summary of the benefits of an object-based channel communications system, a high-level overview of channel architecture, and details about the seven major categories of features channel technology can provide.

¹ After this paper was written, the U.S. Patent and Trademark Office issued a notice of allowance for Intermind's first channel communications patent. Please see www.intermind.com for more details.

Why Channel Communications?

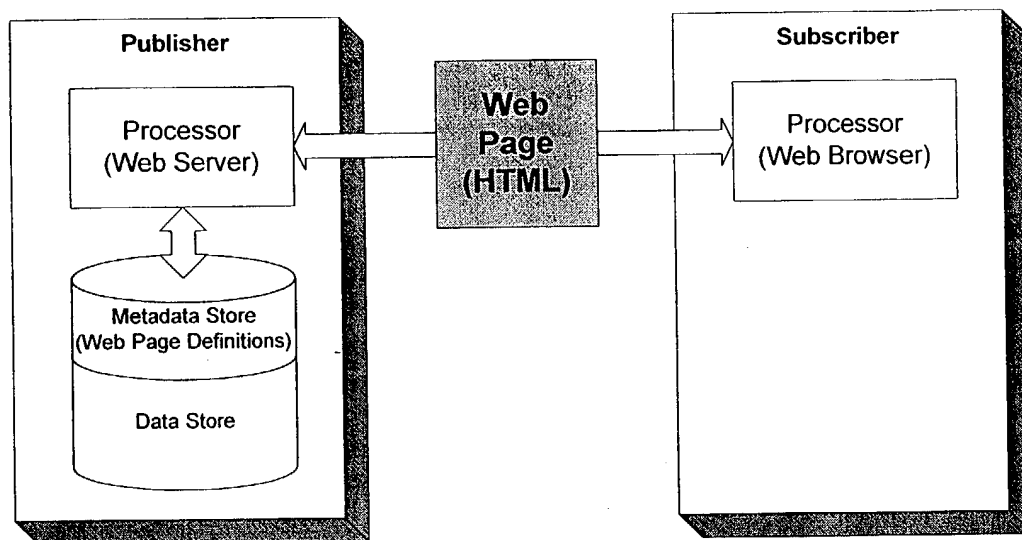
The core benefit of a channel communications system is *to make communications easier, more automated, and more intelligent*. Perhaps the best analogy that can be drawn here is with the benefits of the Web, as shown below:

Web	Channels
Makes it easy to find the specific information you want.	Makes it easy to have the specific information you want delivered to you.
Automatically retrieves information with one click.	Automatically creates an ongoing subscription to information with one click.
Provides a one-time snapshot of a Web site.	Provides a persistent communications relationship with a publisher.
Provides a single viewer for all information.	Provides a single manager for all communications.
Automatically controls the formatting and display of content.	Automatically controls the delivery and processing of content.
Makes it easy to mark information you may wish to return to (bookmarks).	Makes it easy to organize your incoming message stream (channel folders).
Makes it easy to transfer user-input data via Web forms.	Transfers stored user data automatically (subject to user rules) without user intervention.
Makes directories more accessible.	Makes directories into active coordinators of publishers and subscribers.
Allows search engines to compile keyword indexes of Web documents.	Allows next-generation search engines to publish intelligent concept maps of information.
Allows the use of third-party servers for forms processing, advertising, auditing, etc.	Allows the linking of third-party channels for automated three-way information interchange.
Accessible from all types of devices.	Accessible from all types of devices.
Rapidly subsuming many prior forms of information access.	Will rapidly subsume many prior forms of communications.

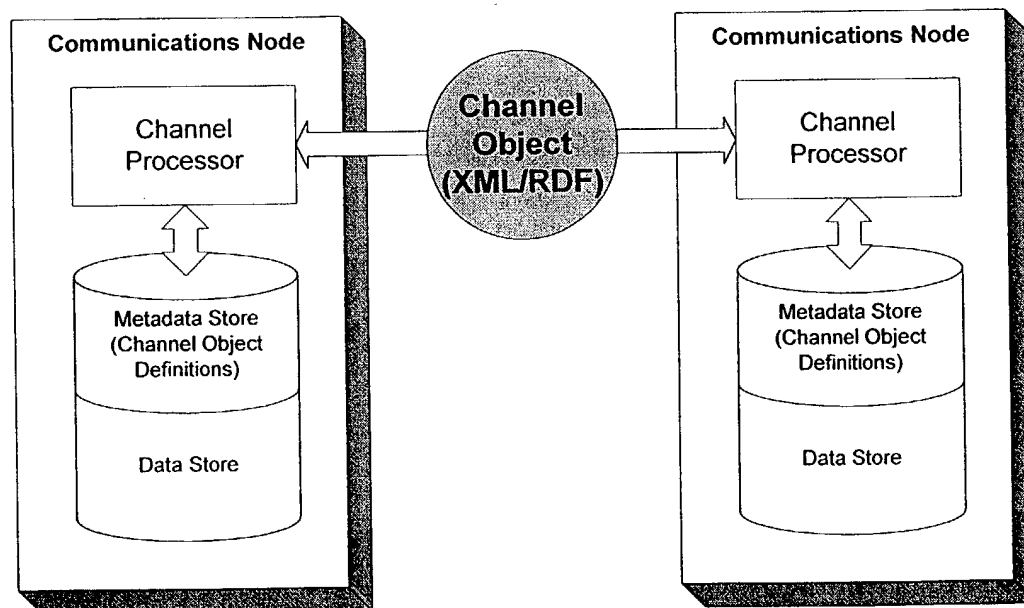
In short, what the Web does for documents, channels do for communications. The reason this analogy rings true is because channel architecture and Web architecture are based on the same basic principle: the use of metadata (data describing other data) to create associations between information. While the Web uses metadata to display and create links between information, channels use metadata to create dynamic links that know where, when, and how to deliver information, and what to do with it when it gets there.

The Basics of Channel Architecture

The basic principles of channel architecture can also be best understood by comparison to the Web:



Basic Web architecture



Basic channel architecture

With the Web, any Web browser can request a Web page from (or submit a Web form to) any Web server at any node on a network. Web pages are persistently stored at the server, but not at the client because the Web is designed for real-time information browsing by an end-user.

Channel architecture introduces three main additions to Web architecture:

- 1) **Every channel processor includes a data store.** Since a channel is a persistent relationship between a publishing node and a subscribing node, storage of the channel definition metadata and channel data is required at the subscribing node.
- 2) **Channel objects contain additional communications control metadata.** This additional metadata—which can be expressed in markup tags similar to HTML²—adds the intelligence necessary to automate the delivery and processing of information over the channel. The collection of channel metadata describing a publisher, subscriber, or channel update is generally referred to as a *profile*.
- 3) **Channel processors have additional methods for processing the channel metadata.** These methods execute the transmission, reception, and processing of channel content between nodes. As with HTML tags and Web browsers, it is the association between the channel metadata and executable instructions at each channel processor that provides the efficient distributed intelligence of the system.

The result is a system in which information is not only linked, as with the Web, but actively delivered *over* those links according to the evolving preferences and rules of publishers and subscribers. These persistent links become *channels*.

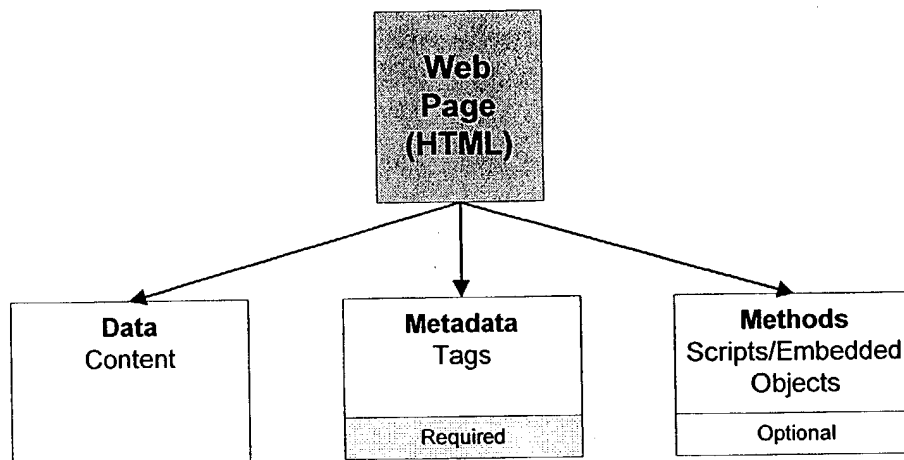
Of course, this is a very high-level model of channel architecture. Three notes about this model:

- 1) While it displays only two nodes—the originating publisher and the destination subscriber—there can be any number of intermediary nodes involved in an actual information transfer.
- 2) The relationship can be one-to-one, one-to-many, or many-to-many. The latter two cases can be scaled from small groups to millions of subscribers—and the delivery technologies necessary to address these cases may differ dramatically.
- 3) The symmetry between the nodes allows channels to be fully bi-directional, so they can operate over any type of underlying network or communications architecture—client/server, peer-to-peer, multicasting, or broadcasting. The same fundamental communications control principle applies in all cases.

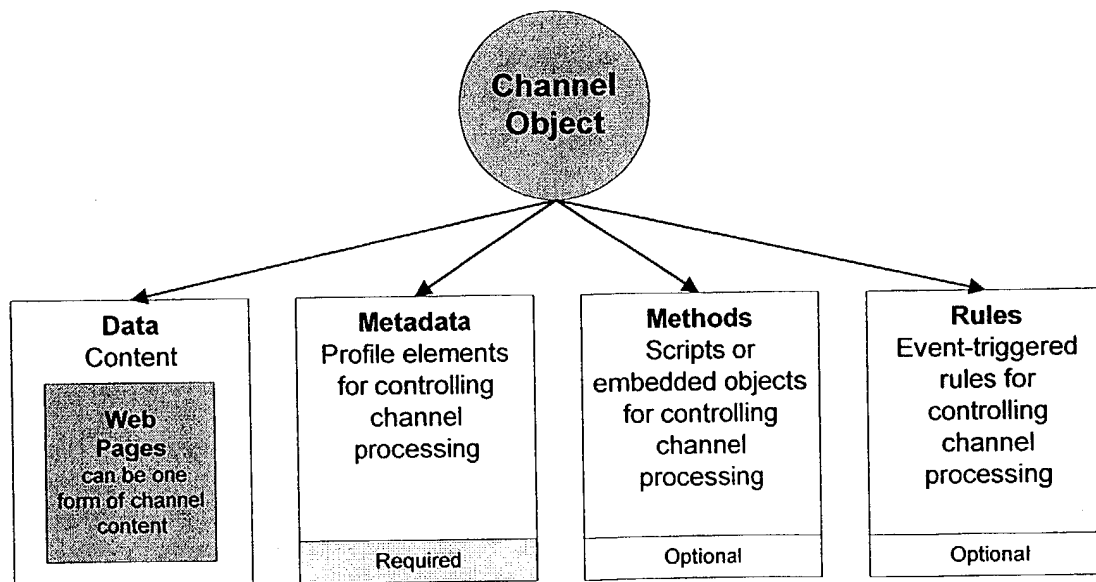
² As Microsoft has proposed with its CDF submission.

Anatomy of a Channel Object

Since the key difference between the Web and channels is the communications control metadata, it is worth taking a high-level look at the structural differences between Web pages and channel objects.



Web pages can contain data, metadata, and methods



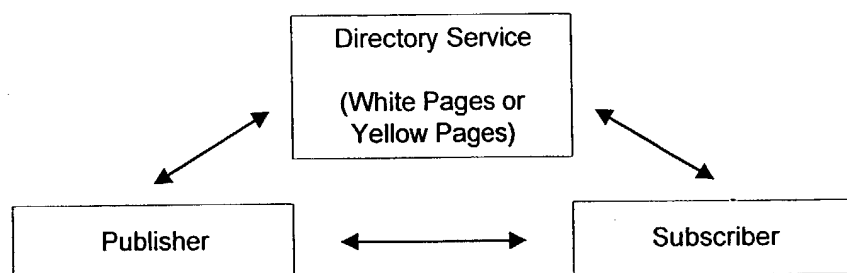
Channel objects can contain data plus channel metadata, methods, and rules

What this diagram makes clear is that channel objects are a higher-level construct than Web pages. In fact, channel objects can serve as a "wrapper" for Web pages, supplementing them with the metadata (and optional methods and rules) necessary for channel processing. Channel objects can also wrap other forms of data, including e-mail messages, voicemail messages, files, groupware documents, database records, and even other objects. This is part of the dramatic potential of channels: creating a single control "layer" for all digital communications.

Channel Linking

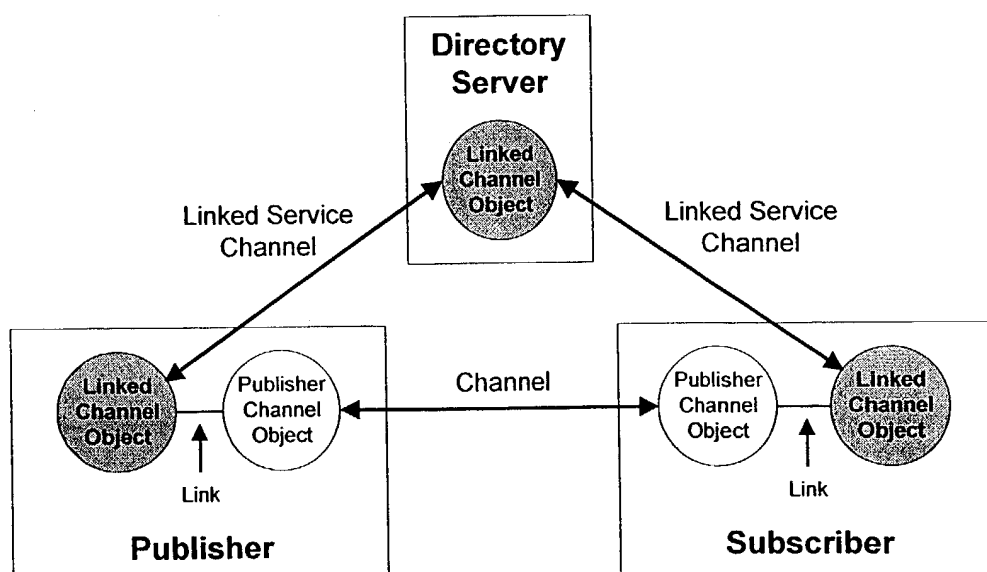
Web pages create links between documents. Channels objects create links between publishers and subscribers. So what happens when you link two channels?

You get a powerful new way to distribute communications intelligence throughout a system. This is because publishers and subscribers share the need for many common communications services. Probably the most common example is directory services: subscribers need them to locate publishers and vice versa. It's the very nature of communications.



Both publishers and subscribers need common communications services such as directories

Channel linking is a new way to enable the creation of intelligent *multi-party* communications relationships—channels that not only know how to exchange information between a publisher and subscriber, but with a third party both have in common. The publisher does this by first subscribing to the third-party channel—such as a directory service—and then linking this channel object to the publisher's channel object. This subscriber can then activate this link in order to subscribe to the directory channel—for example, to monitor it for related channels.



Linked channels are a simple and powerful way to share communications services

See the *Channel Linking Features* section for more about how this exciting facet of channel communications architecture can be used.

Feature Categories

From this overview of channel communications architecture, we can break down the features of a full-fledged channel communications system into seven major categories:

1	Profile Exchange	Profile elements are the individual items of publisher, subscriber, and channel metadata stored in each channel database. Profiling features govern how profile elements are acquired, exchanged, stored, and managed.
2	Negotiated Delivery	This is the application of channel profiles, methods, and rules to control the delivery of information, i.e. what to send who when—and how to package it.
3	Negotiated Security	A subset of negotiated delivery features addressing channel security and authentication.
4	Active Message Processing	Channel profiles can trigger associated methods and rules to control all aspects of message processing.
5	Channel Feedback	Channels are inherently two-way, and feedback features allow automated data exchange from subscribers back to publishers, including subscriber usage statistics.
6	Channel Linking	Channel linking allow channels to access other channels to share common services such as directories, authentication, payment, and collaborative filtering.
7	Data Interchange	With a robust metadata format (such as XML with RDF), channel objects can provide a rich new way to automatically transfer data while keeping all data relationships intact.

The following sections will provide more detailed descriptions of the principle features in each of these categories.

Profiling Exchange Features

A *profile* is the aggregated metadata stored in a channel database that describes a publisher, a subscriber, a channel, or a channel update. Intermind refers to the individual attributes making up a profile as *profile elements*. In essence profile elements function as the attributes of a channel object. They are the primary metadata that distinguish channel objects from Web pages.

Channel processors operate on profile elements in the same way browsers operate on HTML tags, taking special processing actions based on associated methods or rules. For example, a profile element called "Age" may be associated with a validation method and rule to deliver or not deliver content based on the age of the subscriber.

The recent W3C Open Profiling Standard (OPS) submission by Netscape, Firefly, and Verisign³ provides an excellent description of how profile elements and access control rules can be used to control the automatic exchange and privacy protection of subscriber profile data on the Web. With a channel communications system, this model is extended to automated exchange of all types of profile information—subscriber, publisher, and channel content—to govern all aspects of communications processing—delivery, security, filtering, notification, formatting, display, archiving, forwarding, feedback, etc.

Since an exchange of at least one profile element is required to establish a channel between a publisher and subscriber, profile exchange features form the foundation for the rest of a channel communications system. The following are examples of specific profile features addressed by Intermind's channel communications technology.

Globally-Unique Profile Elements

This refers to the ability of a profile element to be uniquely identifiable throughout a channel communications system using a UUID. This has enormous benefits as it allows a "concept" such as Age, Occupation, Musical Instrument, or User-Friendliness to be expressed in a language-neutral, universally identifiable manner. Globally-unique profile elements are the key to profile sharing among different channels in a subscriber database. They are also essential for next-generation search engines being able to match user interests with available publishers, as well as providing the "raw data" required by inference engines and collaborative filtering services to make intelligent subscriber recommendations (see *Autoprofiling* below).

Profile Exchange Control Rules

As the privacy protection background of the OPS initiative suggests, profile elements can be highly sensitive data. Thus it is very desirable to be able to specify access control, authentication, and security rules governing profile element exchange, just as there are in OPS. The underlying mechanics for these features in a channel communications system can be very similar to a system like OPS, with the enhancement that channel objects can also transport and apply their own access control and exchange rules.

³ Now part of the Platform for Privacy Protection (P3) Working Group.

Profile Updating

What a channel communications system can do that a system like OPS can't is automatically update publishers when a subscriber's profile changes and vice versa. This is accomplished using profile update rules. A classic example is the "change-of-address" scenario. If a subscriber's home address was part of his/her profile, a publisher (such as a magazine) could use a profile update rule (with the subscriber's permission) to be notified if an address change. With this feature a subscriber could make one change to his/her home address when the subscriber moves and every interested publisher—even hundreds or thousands—could be notified immediately and automatically.⁴

Autoprofiling

Autoprofiling is the ability of a channel processor (either the publisher's or the subscriber's) to algorithmically determine that a profile element should be added or deleted from a publisher, subscriber, or channel object profile. This is where a channel communications system can take advantage of the large body of artificial intelligence, natural language processing, and other computer science work involving the automatic generation of metadata. A simple example is an algorithm that would add a "Seattle Mariners" element to a subscriber's profile based on the fact that this element has been associated with a certain threshold number of messages recently read by the subscriber.

Autosubscriptions

Autosubscriptions is the next step beyond autoprofiling, in which the channel processor initiates searches and subscriptions to new channels based on changes in a subscriber's profile. Autosubscriptions can be further enabled using linked channels designed specifically for this purpose, as discussed further in *Channel Linking Features* below.

Negotiated Delivery Features

Negotiated delivery is the application of profile elements and associated methods and rules to automatically govern the selection, encoding, and transmission of channel content from publishers to subscribers. If profiles and rules represent the stored "intelligence" of the system, negotiated delivery represents the application of that intelligence to control of the "conversation" between publishers and subscribers.

Negotiated delivery is the meat of a channel communications system and the area where the majority of push products currently concentrate their features. It encompasses other technologies including multicasting (TIBCO, Stardust), broadcasting (AirMedia), differential updating (Marimba, Novadigm), and network routing optimization. From a high-level perspective, however, it can be helpful to look at all of these as different paths to the same goal: automatic delivery of the right information to the right place at the right time.

⁴ Better still, the publisher can control where this notification is sent and even the structure of the message, allowing the publisher to process it automatically (such as updating a database). "Change of Address" forms would become a thing of the past.

Automatic Delivery Method Selection

Fundamentally, channels can employ three basic delivery methods: *subscriber pull* (updates obtained by polling of a server), *publisher push* (updates sent directly to a subscriber address registered with the publisher), and *multicast/broadcast* (updates sent and received on a publisher-specified multicast/broadcast address).

With automatic delivery method selection, a channel object automatically determines the optimal approach based on the publisher, subscriber, and channel update profiles. For example, if channel content is updated frequently and the publisher and subscriber share a multicasting system, multicasting would be used, otherwise subscriber polling might be used.

Multicasting Delivery

While subscriber pull (polling) is the most prevalent channel delivery method today, it is widely recognized as the least efficient form of delivery and can lead to severe bandwidth problems when overused. On the other hand, multicasting is the most efficient delivery method—a single publisher transmission is "fanned out" to all interested subscribers. It also eliminates the time lag inherent in subscriber polling.⁵ For these reasons multicasting support is an essential feature of any channel communications system, especially on corporate intranets.

Publisher Push with Automatic Address Registration

While subscriber polling and multicasting receive the most attention as channel delivery methods, the vast majority of automated information transfer taking place today uses publisher push via conventional e-mail. E-mail listservs are a well-established technology with an extremely broad user base. A channel communications system can add the ability to automatically manage subscription/unsubscription requests as well as detailed content filtering control (see *Automatic Content Selection* below). This feature would specifically allow channel systems to subsume the "legacy" functionality of e-mail listservs.⁶

Automatic Delivery Scheduling

Delivery timing is another function that can be controlled by channel objects using profiles. This allows lower-priority content to be delivered at non-peak hours to save network bandwidth or usage charges. Automated back-off periods can also help publishers control server loading.

Automatic Network, Server, and Protocol Selection

In addition to choosing the optimal delivery method, channel object methods and rules can also determine the optimal network, network server, and protocol to use for a channel. Automatic network selection is not essential today because of the predominance of the Internet, but may become valuable as more sub-nets and alternative networks evolve.

⁵ It does not, however, easily solve the problem of servicing subscribers who are offline at the time of transmission.

⁶ Publisher push delivery is not limited to e-mail, however. Any other form of addressing from IP addresses to postal mail addresses can be automated using this feature.

Automatic server selection can be a very desirable feature for high-volume channels serving large geographic areas from multiple servers or caches. It allows channel objects to configure themselves for the optimal server or cache using subscriber profile elements, hash functions, network timing tests, or other means.

Automatic protocol selection will become more valuable as higher-level protocols evolve. Because of the unique architecture of a channel communications system, it is even possible for channel objects to dynamically build a protocol optimized for a particular publisher-subscriber relationship.

Automatic Content Selection (Filtering)

One of the most commercially attractive features of a channel communications system is the ability for a channel to use a subscriber's profile to automatically select appropriate content. This can happen upon initial channel subscription or whenever subscriber profile elements are updated. Subject to privacy protection by subscriber-imposed access control rules, weather channels would know (and track) your location, business channels would know your business interests, industry channels would know your professional expertise, recreational channels would know your hobbies, etc.

Automated Attachments

Like e-mail and Web pages, channel objects can include "attachments" or links to external information of which they can automate the delivery. Channel processing can automate the publisher attachment process by executing attachment rules and methods driven by channel profile elements. Channel objects can also automate the subscriber "unattachment" process as described in *Active Messaging Features* section, as well as the return of attachments from subscribers, described in the *Channel Feedback Features* section.

Automatic Content Formatting

Using profile elements, channels can do more than just select content—they can select the optimal form for that content. Thus if a subscriber is on a handheld device, the channel can deliver only a headline, whereas if a subscriber is on a LAN workstation with a T-1, the channel can deliver a full-motion video. Using publisher push delivery, channel processors can also use profile elements to perform customized file format translation, such as delivering a word processing file in the preferred format of each subscriber.

Automatic Content Viewer Handling

Browsers can already download and install content viewer plug-ins when a user selects new content types. Channel processors can take this one step further and download and manage content viewers and viewer version upgrades automatically based on channel profiles, subscriber preferences, available disk space, etc.

Negotiated Security Features

Negotiated security is a special subset of negotiated delivery features aimed at automating communications security functions such as public/private key handling, encryption, authentication, and non-repudiation. This has particular value in corporate, government, and military applications where security is an absolute requirement.

Access Control Elements and Rules

Every network operating system deals with access control rights. With channel communications, access control can be governed by a special subset of profile elements and rules. These can determine rights to subscribe, publish, reply, forward, or edit a channel. Access control privileges can also be authenticated as described below.

Automated Key Handling

Channel objects are an automated solution to the distribution and authentication of public keys. Channel processing methods can automatically generate key pairs, associate public and private keys, package public keys in channel objects, store them in subscriber databases, and trigger associated encryption/decryption methods at the receiving end. The automated control that channels provide over this process presents a powerful new way to distribute and enforce security on a communications network.

Security Protocol Negotiation

Channel objects can use publisher and subscriber profiles to choose an appropriate level of channel security as well as the optimal encryption, digital signature, and authentication protocols. The ability for this to be handled automatically opens up a much wider range of practical security alternatives for individual, business, and government uses.

Linked Authentication Channels

Public keys require authentication before they can be trusted. Channel communications systems provide a powerful new way to accomplish this using linked channels (see *Channel Linking Features* below). A public key certificate in a channel object can be linked to a trusted authentication channel which will perform the authentication automatically. The time and labor this saves makes new levels of electronic commerce and security feasible.

Trust Level Negotiation

This is an advanced technique used by programs like PGP for performing authentication without a centralized certification authority. Each subscriber maintains a *trust level* for a publisher, stored as a profile element. Public key certificates from new publishers are authenticated by reference to the trust levels of other publishers. Once again, channel objects can automate this process, making it possible to quickly develop a complex network of self-healing trust relationships.

Active Message Processing Features

Perhaps no area of channel technology will have a bigger impact on knowledge worker productivity than active message processing. This is the ability of channel processors to use channel methods and rules to intelligently process incoming communications, including notification, filtering, archiving, routing, and responding. As today's knowledge worker sinks deeper into the maelstrom of "e-mail hell", active message processing will become an essential feature of e-mail, voicemail, groupware, and other daily communications tools.

Publisher- and Subscriber-defined Methods

One of the most powerful aspects of channels, like that of distributed object systems, is to propagate new methods throughout the system. Like Java applets, publishers can define their own methods and deliver them to subscribers for persistent storage in subscriber databases.⁷ Unlike Java applets, however, channel databases allow methods to be shared among channels, so a single method—such as a display viewer—can serve multiple channels and publishers. Subscribers can also define their own methods for processing incoming channel objects, such as specialized notification instructions for specific high-priority content.

Publisher- and Subscriber-defined Rules

Rules processing is not new, but when applied to two-way channel communications—where every message is itself an object that can be directly associated with one or more rules—it opens up a vast new potential for communications control. Again, both publishers and subscribers can define rules, and—subject to access control rules—these rules can be invoked at either end of a channel relationship. Rules can be applied to every channel control function from notification to expiration.

Subscriber Filtering and Notification Control

Perhaps the single biggest boost to knowledge worker productivity will come through intelligent message notification control. How can a busy worker filter out all but the highest-value communications, and then only be notified when an interrupt is truly justified? How can all incoming messages be organized for maximum efficiency and minimum thrashing? The solution is wrapping messages in channel objects. Channel profiles allow subscribers to: a) be extremely precise about communications filtering, and b) attach explicit notification rules and methods to those filters. The result is a communications system that can dramatically boost productivity instead of degrading it.

Subscriber Forwarding Control

Message forwarding in a channel system can be as simple as e-mail yet much more powerful. Rules can easily be applied to message forwarding, creating a simple form of multicasting. Forwarded channels can also reconfigure themselves into direct publisher subscriptions as necessary.

⁷ System- or subscriber-imposed rules can enforce a safe execution environment within the database, similar to the Java sandbox.

Subscriber Message Archiving Control

After message processing, message management is another major productivity sink for knowledge workers. How can message organization, backup, archiving, and purging tasks be kept to a minimum? A simple answer is applying rules to channel object profiles and letting the channel processor do it for you. Once again, the presence of the necessary metadata, in a structured form suitable for automatic processing, is the secret to automating a low-value task required of high-cost knowledge workers.

Software Delivery and Installation

Software deployment is one of the most sought after features of the first generation of push products. As mentioned above, it is a complex problem addressed by entire technologies devoted to this purpose. However the combination of channel profiles, methods, and rules provides a solid foundation from which these technologies can build.

APIs

With appropriate OS support, active messages in a channel processor can make calls to other applications to notify and deliver transferred data. Other applications can also reciprocate and call a channel processor API to register channel subscriptions, send channel data, register channel methods, or process channel database queries.

Channel Feedback Features

Channels are a unique new form of communications; unlike broadcast or mass-market communications mechanisms, channels offer true two-way communications relationships. The feedback portion of this loop—the one from subscriber to publisher—can be either manual or automatic. Manual feedback begins by accepting subscriber input (forms, files, or any other form of data) and then automatically determining appropriate routing/processing actions based on the channel's feedback control metadata and rules.

Automatic feedback is where even more innovative features apply. Automated feedback ranges from simple automated message acknowledgments to the aggregation and transfer of complex channel usage statistics. The latter allows publishers to track subscriber preferences and actions pertaining to a channel, such as what topics are active, how many messages are read, what links are followed, etc. This information can then be automatically returned and processed into reports for the publisher (once again subject to subscriber-imposed privacy protection rules). Channel statistics provide a valuable new class of data about a communications audience, one that goes far beyond what is possible with current Web site statistics programs.

Intelligent Acknowledgment

Almost every communications system including the U.S. Postal Service offers a mechanism for returning an acknowledgment that a message was received or read. Channels simply make this process more useful. For example, the primary purpose of many acknowledgments is to confirm receipt so the sender knows no transmission error occurred. In this case what the sender is often most interested in is *negative acknowledgment*, i.e. "Only notify me if confirmation

is not received within X time." Using active message processing, this is a trivial task for a channel communications system. Channels can further enhance this process by automating delivery retries, trying alternative delivery methods, or knowing when to "escalate" a transmission problem to a human's attention.

Forms Control

HTML already offers a set of forms services, further enhanced under the recent HTML 4.0 proposal. Channels enable a new class of "smart forms" which can automatically query and process profile elements using channel methods and rules. For example, a channel-generated airline ticket purchase form could first look for an airline seating preference profile element in your channel database. If found, this field would not even need to appear on the form. If not found, the channel form could prompt you for that information, then store it as a profile element in your channel database before transmitting it back to the publisher. In this way your channel database can continuously "learn" about your preferences.

Attachment Control

Unlike Web pages, channel objects can also automatically obtain (subject to access control rules) other local data from the subscriber's system for return to the publisher. A common example is a configuration file or error log from a software application. Using the structured format of a channel object, the publisher can receive this feedback back in a format suitable for automatic processing—for example, parsing the log file for common application error conditions.

Feedback Routing Control

HTML already offers the ability for a Web page author to specify the destination process for a form. What channel systems add is more intelligent routing control. For example, a Web server may not always be the ideal recipient for submitted data—information may be better routed via e-mail or even postal mail (such as when it must accompany physical goods). Channel forms can first be processed by rules and methods in the local channel processor to determine what, how, and where the information should be sent next.

Subscriber Event Tracking and Feedback

As discussed above, feedback of statistics on subscriber channel preferences and usage patterns is one of the most commercially attractive features of channel communications. IS personnel can track the efficacy of intranet channels, salespeople can monitor the usefulness of extranet customer channels, and marketers can track the interests and activities of Internet consumers.

Automatic Processing and Notification of Feedback Data

Because of their bi-directional control, channel systems can give publishers the same control over processing feedback data as subscribers have over delivered data. For example, a publisher could have channel feedback data monitored by a channel method and only be notified when certain threshold conditions, such as a specific channel growth or attrition rate, were reached. Channels are also a wonderful new mechanism for deploying surveys of any

kind—forms control minimizes data entry by the subscriber and feedback processing automates results tabulation and notification for the publisher.

Channel Linking Features

As described above, channel linking is one of the most exciting aspects of channel communications architecture because of its potential to automate many common communications services, include directory listings/searches, security checks, electronic commerce and EDI transactions, and collaborative filtering systems. These shared channels, called *service channels*, bring the power of distributed objects to the automation of everyday communications tasks.

Active Links

This refers to the ability of a channel processor to process a channel link automatically in order to retrieve the service channel object if it is not already present in a subscriber's channel database. Active links are to channel objects what tags are to Web pages. They are the key to the automatic propagation of new service channels throughout a channel system.

Link Versioning

Many service channels, particularly those used for underlying system functions, exist only to support other channel objects. Because of this, they can be updated "indirectly" by monitoring version values in the referring channel links. This saves processing time and network bandwidth and makes it feasible to support a high number of channel service objects in the system.

Directory Service Channels

Due to their essential function in establishing communications relationships, directories represent the most immediate market application for service channels. These includes both name services (white pages) and categorization services (yellow pages). Because directory service channels make it so easy for publishers to list new channels in directories and for subscribers to query and navigate these directories, the result could significantly alter the future direction of network directory services.

Component Service Channels

Component service channels are designed for software deployment, i.e. the need to update specific groups of objects in distributed applications. This includes the component objects within the channel processor itself. Component service channels are also ideal for propagating updates to other system data and metadata, such as new metadata schemas and taxonomies.

Translation Service Channels

Whenever two parties to a communication use different encoding formats—anything from different human languages to a different file formats—the need for translation arises. Translation service channels are an ideal solution to that need: a common third party who knows how to translate from one format to another, and can perform that translation automatically.

Authentication Service Channels

Next to directories this is one of the most commercially desirable types of service channels because of the importance of trust and security in electronic commerce. Authentication channels can automate the authentication process by allowing a subscriber to establish a trusted relationship (service channel) with an independently trusted certification authority. This service channel can then automatically authenticate channel subscriptions and updates from any publisher using the same service channel.

Payment Service Channels

Financial relationships are one of the most common forms of three-way communications and one that is most essential to electronic commerce. Customer and merchants both have accounts with banks, credit-card companies, credit organizations, and other financial intermediaries which call for three-way interchange of sensitive information. Secure, authenticated, automated payment service channels are an ideal solution for all parties.

For example, a publisher that accepts VISA credit card payments could add a link to the VISA service channel. Any subscriber who wished to make a purchase from the publisher's channel would automatically have the purchase charged via the subscriber's own VISA service channel. All the information that needs to be transferred between the three parties to authorize, authenticate, and record the transaction would take place via this shared service channel.

Feedback Service Channels

Publishers with a large number of channels can consolidate feedback services with feedback channel objects. They not only allow multiple channels to share the same feedback methods, but they make it easy for a feedback server to prepare consolidated reports across multiple channels. Feedback service channels can also support commercial data aggregation services (i.e. Nielsen, I-PRO, etc.) offering high-volume, computation-intensive data analysis.

Collaborative Filtering Service Channels

Collaborative filtering works best when it operates against feedback received from a large population of users. Collaborative filtering service channels are a solution to efficiently gathering and maintaining that feedback. They reduce or even eliminate the effort required of consumers to provide the necessary feedback while making it dramatically easier for publishers to employ collaborative filtering services.

Data Interchange Features

Transmitting channel objects including data, metadata, and methods with complete fidelity over any type of communications network requires a powerful, platform-independent data interchange format. This format is to channels what HTML is to Web pages.

The W3C is currently developing such a format using XML and RDF (Resource Description Framework). While such an interchange format will be used for many purposes, the following features are particularly desirable for a channel communications system.

Strong Data Typing

Strong data typing allows data to be transferred without a loss of information. Tagged text, such as the current XML specification, is not sufficient for this task. Strong data typing is particularly helpful when moving data between databases or other structured stores—it removes the need to translate between strings and other data types and enables basic data validation by the channel processor.

Global UUIDs

The ability to associate any data element with a UUID allows it to be uniquely identified across a global channel communications system. Web URIs can be used as unique identifiers, although naming collisions can be made even less of an issue by using DCE-compliant UUIDs.

Data Relationships

An ideal data interchange format provides a means to express arbitrarily complex relationships between data including associations, aggregations, and sequences. This enables the translation of data over channels between virtually any two data stores.

Text and Binary Formats

The ability to reproduce data structures in an ASCII markup language provides maximum compatibility with existing communications protocols and systems, as evidenced by the worldwide success of HTML and SGML. However, binary exchange formats provide more efficient transport and faster processing time. An ideal interchange format would support both.



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QUICK NEWS

PAGE ONE PLUS

SITE INDEX

International
National/N.Y.
Politics
Business
Technology
Science/Health
Sports
Weather
Opinion
Arts
Automobiles
Books
Job Market
Diversions
Living
Magazine
Photos
Real Estate
Travel

ARCHIVES

MARKETPLACE

NYT STORE

NEW YORK today

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Nasdaq Gains 84**

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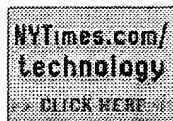
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FROM A.P.

[Cohen Cautions](#)
[on Playing](#)
[Politics](#) 4:51
p.m. ET

[Study: Minorities](#)
[Up Economic](#)
[Clout](#) 4:50 p.m.
ET

[Clinton Urges](#)
[OPEC To Boost](#)
[Output](#) 4:50
p.m. ET

[May Dept.](#)
[Stores Issues](#)
[Warning](#) 4:48
p.m. ET

[Cheap Clothing](#)
[in Fashion in](#)
[Japan](#) 4:48 p.m.
ET

[New Jobless](#)
[Claims Edge](#)
[Lower](#) 4:48 p.m.
ET

[MORE A.P. NEWS](#)

FROM REUTERS

[Bosnian Serb](#)
[Parliament](#)
[Brings Down](#)
[Government](#)
4:44 p.m. ET

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PAGE ONE PLUS

SITE INDEX

- International
- National/N.Y.
- Politics
- Business
- Technology
- Science/Health
- Sports
- Weather
- Opinion
- Arts
- Automobiles
- Books
- Job Market
- Diversions
- Living
- Magazine
- Photos
- Real Estate
- Travel
- ARCHIVES
- MARKETPLACE
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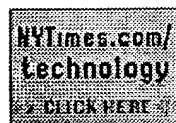
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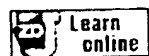
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Web surfers cruising by boring banner ads

By Robert Lemos

June 11, 1997 4:26 PM PDT
ZDNN

Banner ads — the ubiquitous commercials at the top of most popular Web pages — have turned into the main revenue stream for a significant number of online sites. According to numbers released by New York market-research firm Jupiter Communications Inc., these advertisements pulled in \$301 million in 1996, and are expected to reach \$1.1 billion this year.

Yet, the majority of companies that are advertising online today are doing it wrong, some advertising execs say. Banner ads that lead back to a corporate Web site, or destination sites, are boring and do not entertain — much less sell — a consumer on a product. "You have to be ahead of the curve," said Linda Ehrmann, vice president of new business development for advertising firm Grey Interactive Worldwide, "and destination sites are behind the curve."

Most companies are slow to agree. Web advertising is still very much a small segment of their advertising budget and seems to be working. "Our Web site is definitely helping our sales," said Tom Dusenberry, president of Hasbro Interactive.

Other companies believe that banners work, just not on the Web. E-mail client company CommTouch Inc. has found very high click-through rates for banners placed in the E-mail browser. The Sunnyvale, Calif., company believes that people browsing their E-mail are much more likely to click on a banner ad. So far, the numbers agree with them — their advertisers have averaged 6 percent click-through rates, compared to 1 percent for the Web in general.

15
Yet, with banner advertising relying on the consumer clicking on a one-inch high banner at the top of the page, destination Web sites need to be exciting and relevant. Few are, and that single fact is causing fewer consumers to click, said one advertising executive at a top New York firm. At worst, the consumer's encounter with a trumped-up Web site reduces their opinion of the company. "Probably 95 percent of the destination Web sites should not be there," said Ehrmann.

The answer, she says, is to reweave the Web. Ehrmann envisions companies partnering with content providers. The content would provide the eyeballs, in front of which advertisers could play more entertaining ads. "If you have not created some level of interactivity in your ad, you have not done your Web advertisement correctly," she said.

The television model may work better, with interactive ads popping up in between pages on the hottest sites. This type of ad would buy companies more marketing time per eyeball, and not rely on piquing consumer's interest with a tiny animation.

The hurdles: bandwidth for one. Making commercials entertaining may require more bandwidth than that available today. Moreover, adding to the "World Wide wait" may turn off users, putting Web sites in a sticky Catch-22. Yet, television networks have tread the line between entertainment and ads for years, giving the Web industry hope that it can do the same.

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Here is a sample Weekly Analyst Note written for clients of Jupiter's Strategic Planning Services (SPS). This is just one of the many Jupiter products that SPS clients receive.

EXECUTIVE BRIEFING

Weekly Notes on Consumer Content

Date: June 2, 1997

Analyst: Patrick Keane
patrick@jup.com

In the Face of Shrinking Nielsen Ratings, Major Television Networks Need to Re-Evaluate Online Goals

The major television networks (NBC, ABC, CBS, and Fox) have largely utilized the Web as little more than promotional space thus far. Though off-line viewership and advertising will continue to drive the lion's share of their revenues, the networks are losing an opportunity to diversify revenues in the face of lower television ratings and dramatically increasing Web usage. The big three networks saw an 8.2 percent drop in aggregate Nielsen ratings for 1996-the second largest drop in 47 years. Still, the throngs of consumers are watching, as network television advertising, which accounted for 22.5 percent or \$10.5 billion (according to AdAge) of all media spending for 1996, has shown no signs of decreasing.

- **In developing online content, networks have wisely played to their strengths-sports and news.** These are two of the few genres of content that the networks actually own (a fact that is beginning to change, as NBC owns five of the eight new shows it plans to broadcast in prime time this fall). ABC News recently entered the crowded online news foray in partnership with Starwave, while NBC in partnership with Microsoft developed MSNBC nearly a year ago. CBS is expected to follow suit shortly. In just two years, ABC's ESPN SportsZone has become one of the top content destination sites on the Web, averaging nearly \$1 million per month in advertising (according to Jupiter's AdSpend data). In March, CBS, once pegged as missing both the cable and Internet boats, acquired a 22 percent stake in the Web's number two sports content site, SportsLine USA, for \$57 million in on-air promotion and advertising over five years.
- **Much of the online success of the major television networks will be predicated on extensive promotion off-line.** The major networks can paste URLs onscreen and pitch Web content to 99 percent of American homes. The major networks are slowly starting to use this advantage, though cable properties have been more aggressive in promoting online content off-line. Yet despite shrinking viewer numbers, the networks have remained wary of pushing viewers to a different medium with a significantly smaller advertising pool (\$301 million online for 1996, according to Jupiter's AdSpend data, versus the aforementioned \$10.5 billion in network television advertising). Networks cannot ignore the growth of online ad dollars or the potential revenues that can be gleaned from this medium over the long term. The Internet is still in its infancy, with today's 15.2 million households expected to grow to 50 million by 2002. It took radio 38 years, TV 13 years, and cable more than 10 years to cross the 50-million-household barrier. For additional perspective, MTV generated \$25 million in ad revenue in 1983, a figure that ballooned to more than \$400 million in 1996.
- **The networks-NBC and Fox in particular-have the most to gain from developing Web content around their established staples of prime-time properties.** NBC is uniquely positioned to make inroads online as the majority of its content is of the consumer-friendly sitcom variety and because it is the number one network in terms of overall viewership. Similarly, Fox is the leading network among the difficult to reach (and most attractive for consumer brand advertisers) 18-to-34 demographic. NBC's fall lineup of prime-time shows, including "Homicide" and "Profiler," are already aggressively promoting original online content, yet Fox seems to be squandering an opportunity to drive traffic and promote its brands online.
- **Though networks do not currently own the majority of the content they broadcast, that is beginning to change.** The decade old Fin/Syn regulations that prevented networks from owning shows other than sports and news properties have now been overturned for almost a year, and the changes are immediately apparent. NBC owns five of the eight new shows it plans to broadcast in prime-time this fall. However, Castle Rock Entertainment owns the rights to NBC's most watched and arguably most valuable property "Seinfeld" (the

own rights to NBC's most watched and arguably its valuable property, Seinfeld (the show averages a 22 Nielsen rating and reaches nearly 2 million homes a week). NBC needs to make arrangements with Castle Rock in order to develop Seinfeld content for NBC.com. The relationship between NBC and Castle Rock is simply promotional: to foster ad buys ("Seinfeld" garners \$600,000 for NBC per 30 second advertisement). Because NBC is the brand name with which consumers identify, they must aggregate properties, such as "Seinfeld," on their sites if they hope to eventually realize the potential for ad dollars in this medium.



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Page One

Internet

Personal Computing

Corporate Computing

Business

Rumors & Comment

Headline Scan

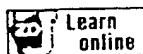
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PCW Radio

Personal News

Company Finder

News Talk



Web advertising's future: Users in limbo

By Robert Lemos
June 27, 1997 10:15 AM PDT
ZDNN

The World Wide Wait could get a lot longer, according to a new study that offered good news and bad news about the future of Internet advertising.

The good news: banner advertisements -- the rectangles of advertising at the top of most Web pages -- will begin to disappear, according to a study released today by media research firm, Jupiter Communications, based in New York.

In this new cyber-order, users will no longer need to wait for useless animation to be downloaded from the Net. Bid goodbye to hyper-kinetic pages festooned with 10 blinking ads around the edges.

The bad news is that the alternatives may be far worse.

Jupiter predicts that online publishers will ultimately be forced to accede to advertisers' wishes for ads with more attitude. The result: TV-like ads that appear on screen between page views. Even worse: sponsorships that blur the lines between content and advertising - similar to Reese's Pieces showing up in the movie ET.

"We sell audience not content," said Jonathan Sacks, general manager of the Hub, a jointly-owned Web venture between America Online Inc. and New Line Cinema.

"Audience is attracted to content and advertising is attracted to audience," he said, "so in the end, balancing the wants of advertising and the audience is our prime goal."

SEE

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by boring banner ads](#)

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[AOL Speeds Online
Mall Development](#)

[Europe waits in
anticipation of
E-advertising boom](#)

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COMPANY FINDER

[America Online, Inc.](#)

The Hub mainly uses banner ads, but is currently evaluating other ad models.

According to Jupiter, TV-commercial-like ads -- which the research firm dubs "intermercials" -- and sponsorships are attracting 20 percent of the money spent on online advertising. By the year 2001, Jupiter expects the percentage will climb to 50 percent, with banner ads accounting for the other half. Most of the gains will come from growing acceptance of intermercials -- expected to account for 25 percent of the total in 2001.

For advertisers, forcing users to look at ads is preferable to making clicking an option. Jupiter estimates banner ads convince 2 to 25 percent of the viewers to click. It found that animated and interactive ads attract more clicks than static ones.

The study estimates that online advertising, which accounted for \$301 million in 1996, will reach \$1.1 billion this year.

However, analysts found that clicking on most banners lead Web surfers to corporate sites aimed at general audiences -- not very useful for consumers interested in a single product. The new ad models promise to be more interesting and more effective at selling brand names.

"Banners -- mainly interactive ones -- will remain a big part of the media mix," said Peter Storck, director of Jupiter's Online Advertising Group. "But as sponsorship and [intermercials] emerge, advertisers are going to take these models."

Yet, the successful rollout of these new models requires more bandwidth. In the current cyber environment, where users have already accustomed themselves to slow response times, anything that further slows Internet performance could cause consumers to lash back at advertisers.

But Sacks cautioned patience, arguing that experimentation is necessary to find the model that works best.

"We are always going to be walking the balance between being profitable and developing enough content to make our site interesting to users," Sacks said. He added that when the users start leaving, that's a good sign the model is wrong.

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[WC] Interstitial Advertising & Push



xerxes (xerxes@clark.net)

Sat, 19 Apr 1997 11:59:00 -0400 (EDT)

- Messages sorted by: [date || thread || subject || author]
- Previous message: Peggy Miles - Intervox 202 986 2636: "[WC] Push Articles FYI"
- In reply to: Peggy Miles - Intervox 202 986 2636: "[WC] Push Articles FYI"

On 4/10 the NYTs ran an article (see link below) on the subject of pushed Interstitial Advertising in its Cybertimes section.

<http://www.nytimes.com/library/cyber/week/041997advertising.html>

>From one perspective interstitial advertising appears to be one of the leading motivations for push technology. Advertisers, many of them, want/need/demand venues on web sites that are more intrusive than ordinary banner ads. For these folks with advertising budgets to spend, brand managers and such, intrusiveness is good. This is after all the model we have grown up with on broadcast TV.

However, the NYTs article points out that there seem to be many folks out there, consumers and business, who harbor dark feelings about the traditional model's use in cyberspace.

Market research has shown that a major part of the Internet's users take a markedly different points of view on this issue. About a quarter to a third are dubious of advertising altogether, although this stubbornly noisy minority seem to be diminishing as a proportion of the whole as the total audience grows. There is another approximately third who accept advertising, with certain reservations. One mentioned reservation is that advertising should not inconvenience them.

Will interstitial advertising inconvenience dial-up users? Perhaps that should be phrased another way. How many of what kind of users will be inconvenienced by interstitial advertising? Is there any way to avoid or mitigate a backlash to Interstitial web advertising? Mitigate, yes, probably. But avoid altogether, maybe not.

Here is the Cybertimes article.

<http://www.nytimes.com/library/cyber/week/041997advertising.html>

IP Multicast. Turn it On and Tune in the Future.....

Membership inquiries - ipmi-inquiries@stardust.com

Stardust Technologies, Inc.
1901 S. Bascom Ave. Suite 333
Campbell, CA 95008
Tel: 408-879-8080
Fax: 408-879-8081

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[PRESSROOM] [STARDUST HOME]

- Previous message: Peggy Miles - Intervox 202 986 2636: "[WC] Push Articles FYI"
- In reply to: Peggy Miles - Intervox 202 986 2636: "[WC] Push Articles FYI"

7/22/97 2:56 PM



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Downloads Games Mac At Home Learning Community

Page One

Internet

Personal Computing

Corporate Computing

Business

Rumors & Comment

Headline Scan

AnchorDesk

PCW Radio

Personal News

Company Finder

News Talk

PC
Magazines



Europe waits in anticipation of E-advertising boom

By Laura Boudette

June 5, 1997 6:25 AM PDT
ZDNN

MUNICH, Germany -- With an eye toward the Internet revolution in the United States, European online services and other companies are gearing up in hopes of sparking a boom in electronic advertising during the next two to three years.

America Online Inc., aiming to jump ahead of competitors on the continent, is about to expand its ad programs into France following launches in Germany and Britain. Other companies are preparing the technology and measuring standards required to lure some of the world's advertising heavyweights.

Europe's online advertising "is in the early stages and the picture is mixed so far, but I can't think of any big advertiser who is not thinking about it," said Wilfred Zorge, managing director of AdOn, based in Hamburg, Germany, an online-advertising sales house set up by AOL and German media-giant Bertelsmann AG.

Gene DeRose, president of online market-researcher Jupiter Communications in New York, said the prospects for growth were strong, even though many countries outside the United States still have to overcome high telecommunications costs, low incomes and slack consumer interest in the Internet.

"The most promising markets will grow substantially," DeRose said.

To broaden its foundation in Europe, AOL this month plans to roll out a formal program for running ads on its service in France. As it does in Germany and Britain, AOL France

SEE

AOL Courts New Business

AOL's Got The Image Of An Industry In Its Hands

Will smart cards spark an E-commerce revolution?

America Online unit forms global network

Lesson of hacker incident: credit card numbers not necessarily safe online -- yet

COMPANY FINDER

America Online, Inc.

Canon Computer Systems, Inc.

CompuServe Inc.

Lycos, Inc.

Microsoft Corp.

Yahoo! Inc.

will offer banners the opening pages for sports, computing, shopping, news and other topics, with the cost based on the number of hits on the pages containing the banners.

The company expects to lure major advertisers like Microsoft Corp., IBM, Canon Inc. and Perrier — all companies that have already run ads ad-hoc on AOL France.

"It's been a good learning experience," said AOL France spokeswoman Benedicte Lucien-Brun in Paris. "We are going forward because marketers are very interested."

Meanwhile, CompuServe Inc. launched similar ad programs in March, while Yahoo! Inc. and Lycos Inc. have begun running ads on their German and French search engines.

AOL hopes its audience of known subscribers will give it an edge on Yahoo! and Lycos and commercial Web sites.

Since AOL has a breath of demographic data on subscribers, it hopes to offer marketers more detailed impression-data than the search engines or Web sites, which can count hits but cannot yet tell what kind of people are tuning in.

Still, Lucien-Brun expects a long ramp-up because of the relatively low number of French homes with PCs. No more than 15 percent of French homes have computers — and an even smaller percentage are wired to the Net. AOL has 60,000 French subscribers, CompuServe about 80,000.

Even in Germany — where the home-PC penetration rate is higher at 30 percent and AOL has a base of 270,000 subscribers — the potential for online ad revenues is limited in the short term as marketers are still sorting out the best approach to the new medium.

"Companies are doing test advertising here and there, then pulling back," Zorge said. "I've talked to 200 companies and the problem is that they are either developing or redesigning their sites. It doesn't make any sense to drive consumers to your site if it does not work properly."

Many European ad efforts have also been hindered by technology. Deutsche Telekom's T-Online service is Europe's largest online-service provider with 1.4 million users, but it is based on an antiquated text service that was incompatible with Internet standards

until recently.

Similarly, AOL's browser in Germany does not support Java — preventing potential advertisers like German retailer Karstadt, which has set up its own virtual shopping mall, from creating the kind of interactive ads that pile up long hit lists.

To solve this problem, AOL will be switching to MS Explorer, said Caroline Stilna, of AdOn.

As online companies beef up their sites and technology, research firms are moving to adopt measurement systems for the digital age. A Hamburg company called IVW GmbH has begun offering services as an auditor of online subscribers — much like the auditing services required for standard print or broadcast advertising.

In a test phase, AOL Deutschland will use IVW to verify AOL membership and usage data. Another firm, Mediametrie, has begun providing user profiles in France — much like A.C. Nielsen Co. does for traditional media worldwide.

"You have to provide verified [third party] data" to win credibility among advertisers said Ian Maude, commercial manager of AOL UK.

AOL is also working on more advanced technology to track how long members view ads, how often they go back to the ad, and targeted ads based on a demographic profiles.

The combination of rising demand from marketers, new technology and implementation of better measurement systems could set the stage for a burst of online-ads in Europe, market researchers said.

According to Jupiter Communications, German online ad revenue in 1996 was only \$1 million — but the company predicts it could shoot up to \$250 million by 2000. France and Britain were likely to see similar growth.

AOL UK, which has 150,000 subscribers, has booked \$425,000 in ad contracts for 1997, its first year, Maude said. In comparison, AOL in the United States had \$60.7 million in ad and electronic-commerce revenue in the first three months of the year.

Growth could be tempered if the European Union's January 1, 1998, deregulation of



ZDNet News Products Web Shopping HealthyPC Magazines
Downloads Games Mac At Home Learning Community

Page One

Internet

Personal Computing

Corporate Computing

Business

Rumors & Comment

Headline Scan

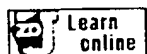
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COMPANYFINDER:

Hasbro Interactive

Web surfers cruising by boring banner ads

By Robert Lemos

June 11, 1997 4:26 PM PDT
ZDNN

Banner ads — the ubiquitous commercials at the top of most popular Web pages — have turned into the main revenue stream for a significant number of online sites. According to numbers released by New York market-research firm Jupiter Communications Inc., these advertisements pulled in \$301 million in 1996, and are expected to reach \$1.1 billion this year.

Yet, the majority of companies that are advertising online today are doing it wrong, some advertising execs say. Banner ads that lead back to a corporate Web site, or destination sites, are boring and do not entertain — much less sell — a consumer on a product. "You have to be ahead of the curve," said Linda Ehrmann, vice president of new business development for advertising firm Grey Interactive Worldwide, "and destination sites are behind the curve."

Most companies are slow to agree. Web advertising is still very much a small segment of their advertising budget and seems to be working. "Our Web site is definitely helping our sales," said Tom Dusenberry, president of Hasbro Interactive.

Other companies believe that banners work, just not on the Web. E-mail client company CommTouch Inc. has found very high click-through rates for banners placed in the E-mail browser. The Sunnyvale, Calif., company believes that people browsing their E-mail are much more likely to click on a banner ad. So far, the numbers agree with them — their advertisers have averaged 6 percent click-through rates, compared to 1 percent for the Web in general.

Yet, with banner advertising relying on the consumer clicking on a one-inch high banner at the top of the page, destination Web sites need to be exciting and relevant. Few are, and that single fact is causing fewer consumers to click, said one advertising executive at a top New York firm. At worst, the consumer's encounter with a trumped-up Web site reduces their opinion of the company. "Probably 95 percent of the destination Web sites should not be there," said Ehrmann.

The answer, she says, is to reweave the Web. Ehrmann envisions companies partnering with content providers. The content would provide the eyeballs, in front of which advertisers could play more entertaining ads. "If you have not created some level of interactivity in your ad, you have not done your Web advertisement correctly," she said.

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- Home
- About
- Strategy
- Products
- Investors
- Support
- Links



- Press Coverage
- Press Releases
- Executive Team
- Board of Directors and Investors
- Contacting Us

Overview

Narrative Communications Corp., a pioneer in high-impact advertising and multimedia streaming solutions for the Web, was recently voted one of the top 100 hottest companies by ComputerWorld. The company develops and markets advanced software solutions for Internet publishers, advertising agencies, and direct marketers, and actively works to bring these customers together to foster a rapidly expanding market for its products.

Narrative, with headquarters in Waltham, Mass., markets its products and services to a worldwide customer base.

Mission

Founded in 1995 with the objective of transforming the Web into a fully interactive multimedia environment, Narrative's goal is to expand the role of the Internet as an advertising and marketing vehicle. Its technologies integrate multimedia, interactivity, and transactional capabilities to enable innovative new advertising and transactional marketing applications on the Web.

To achieve this, Narrative has established Enliven™ as its flagship product for expanding the role of the Internet as an advertising and marketing vehicle. Enliven offers attention-grabbing multimedia for

- Awareness and branding applications
- Transparent background data capture and analysis
- Transactional capabilities integrated into multimedia content

These features position the Enliven product line to extend the impact of online messaging beyond simple branding.

With the endorsement of Narrative business partners and customers, Enliven is quickly becoming accepted as the de facto standard for interactive business applications on the Web.

Internet Advertising – New Technologies Enabling Emerging Market

The Internet advertising market is growing and evolving at a blinding pace and is projected to reach \$3.9 billion by the year 2000 (source: Jupiter Communications). Simultaneously, advertisers are experimenting with new technologies and capabilities in their Web campaigns that will successfully attract and engage their customers and prospects. Those tools include: attention-grabbing multimedia for awareness and branding applications; transparent background data capture and analysis; and transactional capabilities integrated into the multimedia content that extends the impact of the message beyond simple branding.

The combination of these capabilities as part of a standardized tool set will signal the advent of a form of marketing unique to the Web – one that has the ability to seamlessly guide prospects and customers from product awareness to information-gathering to the purchasing phase in the span of one interaction, blurring the lines between traditional advertising and direct marketing. For the Internet advertising market, these more sophisticated marketing applications will be a substantial contributor to the value proposition of Web advertising, making it a strong alternative to traditional media.

Narrative Enliven – High-impact Web Advertising Applications with Back-end Data Capture

The Enliven product suite is the industry's first complete Web advertising solution that combines highly interactive creative capabilities with in-depth tracking and reporting tools to create an engaging and effective branding and transactional marketing system for Web advertisers. The suite comprises:

- Enliven® Xtra®, an add-in to Macromedia Director®, that automatically converts Director content into Enliven's patent-pending streaming media format;
- Enliven Server, a high-performance streaming media server that manages the delivery of Enliven ads and multimedia content while gathering key data about users' interactions with Enliven ads;
- Enliven Client, a 20K Java™ applet that allows the seamless playback of Enliven ads, without requiring users to download a large browser plug-in.

As the industry's premier end-to-end, "no plug-in" advertising solution, Enliven 2.0 enables a whole new genre of more creative and expressive forms of advertising on the Web. With Enliven, interactive agencies use their investment in Macromedia Director to build richer advertising experiences that attract end users and improve the effectiveness of their marketing campaigns. Internet publishers benefit from Enliven's robust tracking and management capabilities which provide critical user-interaction data for their advertising customers. Additionally, advertisers are able to gather real-time information about the success/failure factors of a particular advertising campaign.

Enliven's data-capture abilities make it possible to measure and report on users' "micro" interactions with an advertisement's interactive prompts, buttons and clickable images. Enliven collects text input, clicks, mouse-hover time and other critical data and can integrate fields in an ad with robust back-end applications on a Web site. The result is the ability to create ads that can serve a multitude of purposes – from compelling branding campaigns to sophisticated product information vehicles with transactional capabilities – that deliver key messages, gather critical customer-response data and facilitate product sales online.

Narrative's Partners – A Broad Base of Industry Support

Narrative has developed a broad range of partnerships with top-tier Web publishers, interactive advertising agencies, and ad rotation server companies to create the necessary market and infrastructure for the proliferation of Enliven ads. They include:

- **Web Sites Accepting Enliven Ads:** AdWeek, AudioNet, CBS Sportsline, DoubleClick, E!Online, GeoCities, Launch, LiveWorld, LookSmart, Mecklermedia, Microsoft (MSN), NewsPage, Pathfinder,

Red Herring, Sandbox, Sony Music, US News Online, USA Today, United Media, WebWeek, Hot Wired, ZDNet.

- **Interactive Agencies Developing Enliven Ads:** AJ Productions, Andersen & Lembke, Bozell Jacobs, Circumstance Design, CKS/SiteSpecific, Hill Holiday Interactive, ImaginEngine, LeftField, Messner Vetere Berger McNamee Schmetterer, Modem Media, Organic Online, Poppe Tyson, Red Sky Interactive, TAG Media, Threshold Entertainment and W3-design.
- **Ad Rotation Partners that Integrate with Enliven Server:** Accipiter, DoubleClick, NetGravity.
- **Advertisers Using Enliven:** AST Computer, AT&T, Eddie Bauer, InfoSeek, Microsoft Corporation, Mortal Kombat, Philips Electronics, Toshiba, Sears, Volvo Cars of North America, Weber-Stephens Products Company (Weber Grills).

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NARRATIVE

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- [What Enliven Can Do for You](#)
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- [Request More Information](#)

Ordering Enliven

ENLIVEN 2.0 Client

The Enliven Client is delivered freely and transparently as part of the Enliven ad stream the first time a user plays an Enliven Java ad. No purchase is required.



ENLIVEN 2.0 Xtra

The Enliven Xtra is currently available **FREE** of charge to qualified multimedia developers. Registered Developers can get the Enliven Xtra or call 1-800-978-8670 for more information.

ENLIVEN 2.0 Server

Complete an information request or call 1-800-978-8670 for pricing and delivery options. Server pricing starts at \$7500.

ENLIVEN Hosting Services

You can order Enliven Hosting Services electronically or call 1-800-978-8670 for pricing and delivery options. Base pricing follows:

- One-time Initial Account Fee: \$3,995.**
- Cost per Stream: \$.01/Enliven stream served**
- Upgrades & Support: Included.**

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Narrative Publishing and Technology Partners

ACCIPITER

Accipiter Inc., founded in April 1996 and based in Raleigh, NC, is the premier provider of Internet advertising management solutions. AdManager from Accipiter drives online advertising for the top sites including, AudioNet, beeb@ the BBC, CNET, Digital City, Happy Puppy, Lycos, Mercury Mail, Prodigy, The NHL, and ZDNet. AdManager allows sites to generate revenue through online advertising sales.

AudioNet

AudioNet, THE Broadcast Network on the Internet AudioNet is the leader in Internet broadcasting. We deliver more live and on-demand broadcasts with more viewers and listeners than any other company in the world. Two key factors have contributed to our success. First, AudioNet was the first company to capitalize on audio and video streaming technology by aggregating the most multimedia content of any Web site. Second, we have built the network and infrastructure to support the largest audience on the Internet.

CBS SportsLine

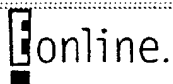
SportsLine USA is a leading Internet-based sports media company that provides branded, interactive information and programming as well as merchandise to sports enthusiasts worldwide. The Company produces and distributes a broad range of up-to-date news, scores, player and team statistics and standings, photos and audio and video clips obtained from leading sports news organizations; produces and distributes entertaining, interactive and original programming such as editorials and analyses from its in-house

staff and freelance journalists; produces and offers contests, games and fantasy league products; and sells sports-related merchandise and memorabilia. The Company also owns and operates a state-of-the-art radio studio from which it produces the only all-sports radio programming broadcast exclusively over the Internet.



DoubleClick, Inc. (<http://www.doubleclick.net>) is the leading marketing solutions company for the World Wide Web. Combining state-of-the-art technology and media expertise, DoubleClick successfully centralizes planning, execution, control, tracking and reporting for high-impact, online media campaigns.

DoubleClick is Enliven enabled in order to provide a more dynamic and interactive enhanced creative format for its advertisers. This interaction between the consumer and advertiser, through "enhanced banner creative" will lead to stronger, more one-to-one relationships between advertisers and their audience. The new version of Enliven is a multimedia banner that delivers to a java environment and allows for increased measurability, reporting and file streaming.



E! Online is the premiere destination on the World Wide Web for entertainment news, information, and original features. While the E! Online covers all of E! Entertainment's popular programs; this is just the start for the creation of an entirely new and strong editorial voice. E! Online reports, reviews, and uncovers all the excitement and glamour of the world of entertainment in an innovative, interactive format.



The GameSpot Network is the premier information source for PC and videogame



information source for PC and videogame enthusiasts. With reviews, demos, hints, previews, tech FAQ's, strategy guides, interviews, and game audio and video, the GameSpot Network helps gamers pick the right products to buy, and get the most out of what they've bought. The user base is mostly male, with an average age of 26 years and a high disposable income. The GameSpot Network is published by SpotMedia Communications, a Softbank company.



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